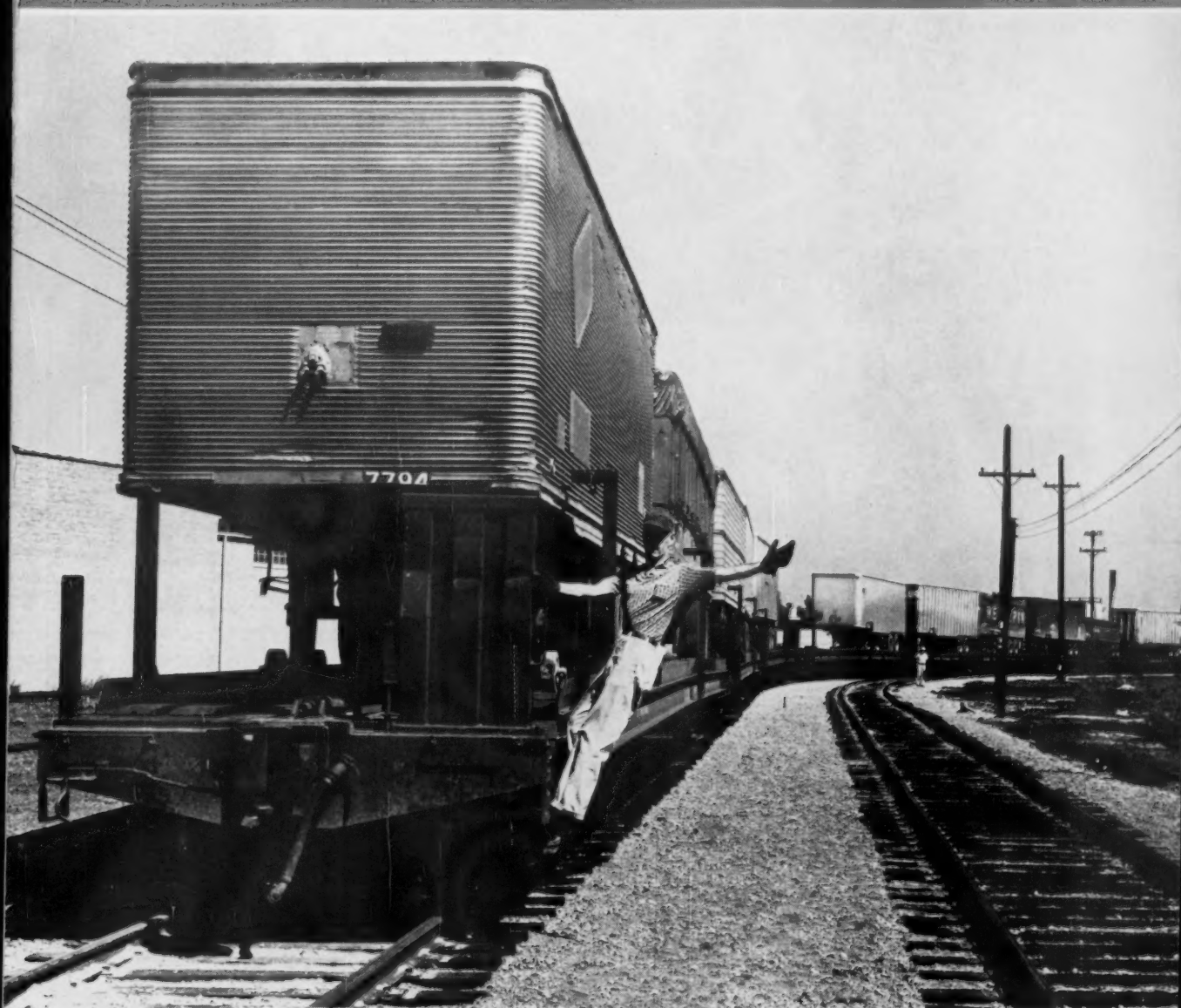


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A CHILTON PUBLICATION

JANUARY 1959



Where Do You Stand on Plan III Piggy-Back ?

See Page 30

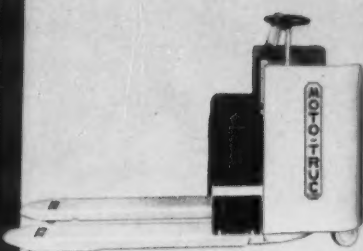
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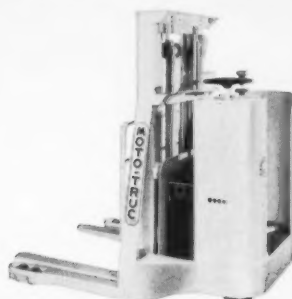
RIDE-A-MAN FORK TRUCKS



RIDE-A-MAN TRACTORS



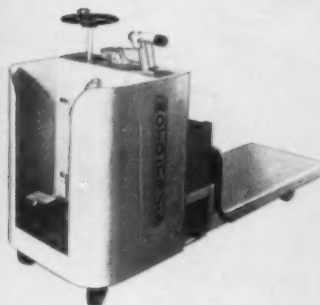
RIDE-A-MAN PALLET TRUCKS



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MOTO-TRUC

"Ride-a-man" models



RIDE-A-MAN PLATFORM TRUCKS

■ Only Moto-Truc offers this complete line of small battery powered, industrial trucks designed to permit the operator to ride.

Built to operate in narrow aisles and congested areas, they combine the light weight and maneuverability of a "walkie" with the speed and convenience of a large rider type truck.

Important too, is the fact that Moto-Truc "Ride-a-man" models are a real bargain . . . because they cost far less than larger rider type trucks of equal capacity.

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When you need a small rider type truck — pick a Moto-Truc !

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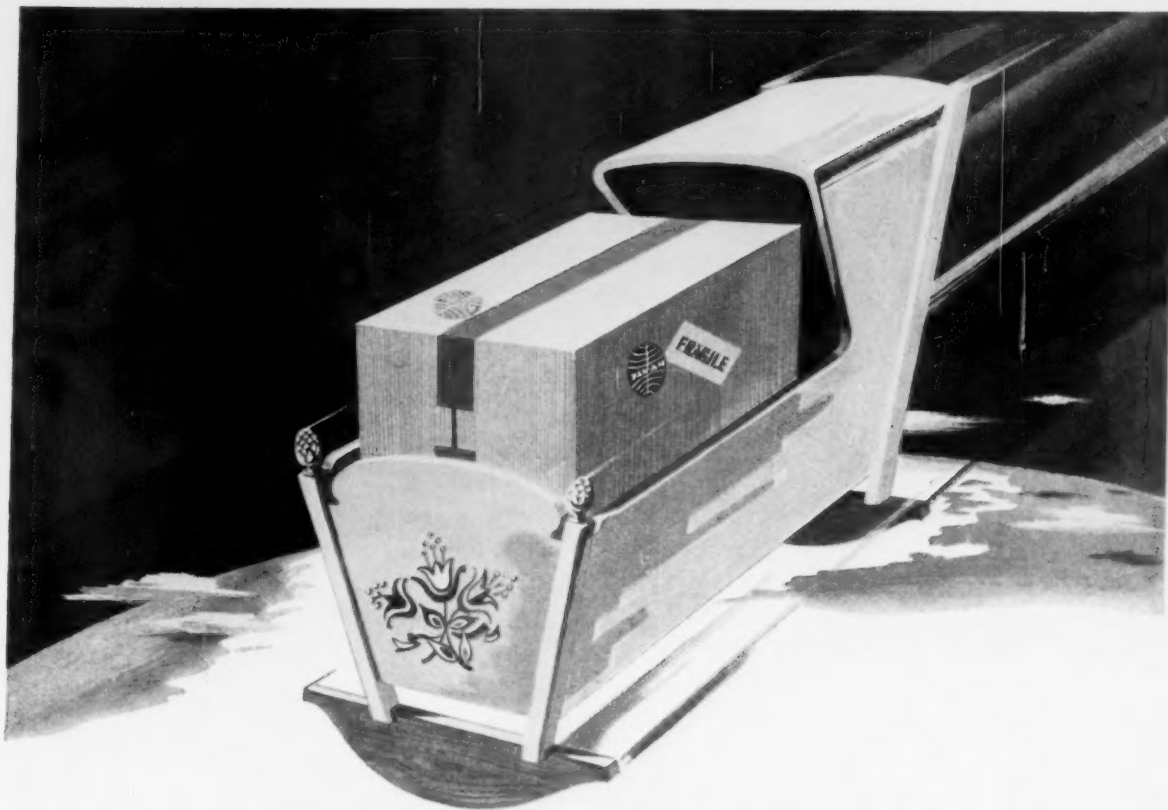


*"Walkie" type Moto-Trucs are also available in these same basic models.

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*Trade Mark, Reg. U. S. Pat. Off.

FASTEST DELIVERY TO ALL THE WORLD





J. F. Orlomoski, left, confers with A. M. Jeffers, transportation inspector.

So freights run on schedule! But can shippers be sure their cars are on them?

On the Rock Island, Yes

to quote J. F. Orlomoski, Southern Division Superintendent

"Shippers aren't the least bit impressed by on-time train performance if their cars aren't on the trains," says Mr. Orlomoski. "So here are some of the ways we're set up to insure that cars make the proper connections.

"One, the Southern division—and every other Rock Island division—is required to fill out 'old load' forms daily. On these forms must be listed cars that did not make their designated trains, with explanations. It is desirable that the explanations be plausible, and that the lists be short.

"Two, a number of 'roving ambassadors,' called transportation inspectors, pay frequent but unscheduled visits to the system's various classification yards. These men check thoroughly whether cars are moving on their proper connections, determine the cause of any trouble, and initiate corrective measures.

"A third means of insuring prompt movement of cars are spot checks by Traffic Department representatives. Be-

cause they bear the brunt from customers if anything goes wrong, they take a dim view of inefficiency."

Occasionally things do go wrong. But not as often as you'd expect on a railroad 8000 miles long. One reason is that it's not run as an 8000-mile railroad, but rather, on a divisional basis, as seven smaller railroads of workable size. Mr. Orlomoski's Southern division, for instance, is 1250 miles long. He, and the 2000 people working with him, can—and do—take a personal interest in moving customers' cars to destination on time . . . and in good condition.

"To sum up," says Mr. Orlomoski, "you might say that on the Rock Island it's a lot easier for everyone to see that cars make the proper connections than it is for them to be indifferent, apathetic, or inefficient."

Route your next shipment via Rock Island—and experience firsthand the kind of service that is making new friends for the railroad every day.

If you have any comments, pro or con, regarding our rates or services, we invite you to discuss them with your Rock Island traffic representative.



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*The railroad of planned progress
...geared to the nation's future
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BUSINESS

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REGIONAL MANAGERS EASTERN STATES

H. S. Webster, Jr.
100 E. 42nd St., New York 17, N. Y.
Telephone: OXford 7-3400

CENTRAL STATES

James A. Black
930 Keith Bldg., Cleveland 15, Ohio
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360 No. Michigan Ave., Chicago 1, Ill.
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WESTERN STATES

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Offices: Chestnut & 56th Sts.,
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JANUARY 1959

DISTRIBUTION AGE

Vol. 58, No. 1

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January, 1959

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YOUR MONEY'S WORTH...

SPECTOR MID-STATES



IT'S WHAT YOU GET FOR YOUR MONEY THAT COUNTS! Rarely it's price.

Take your company's transportation costs, for example. Isn't it true that no sale is really made until the goods are shipped, received and accepted. That no matter how much was spent in manufacturing, advertising, selling—no payoff can be realized until the customer receives what he ordered—on time, in good condition.

We know, of course, that transportation charges are based upon the carriers' cost-of-doing-business. And it takes a lot of dollars to move a shipment from origin to destination. Especially those small shipments that require many handlings, much paperwork, much care.

Perhaps in these cost-conscious-days we might do well to step back and ask ourselves "what am I getting for my transportation dollar " We think you'll find that most reliable carriers not only give you your money's worth, but more, lots more.

we're ready, willing and eager to give you

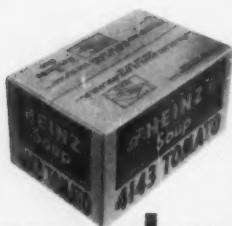
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you need to compete in today's market



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Rochester Rockford St. Louis St. Paul-Minneapolis South Bend Springfield (Mass.) Topeka Wichita Worcester

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Performance Proof No. 118

HEINZ calls for Compartmentizer cars for more profitable distribution

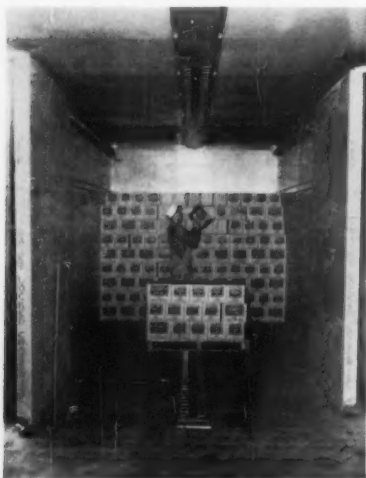
Western shippers see result in Pittsburgh to Los Angeles shipment

The H. J. Heinz Company recognizes that distribution—the last link to the sale—presents the final opportunity to influence profits. The more efficient they make it, the more Heinz and Heinz outlets benefit.

An important tool they use to produce greater distribution efficiency was highlighted when a Heinz shipment made in a P-S Compartmentizer-equipped box car was displayed at the recent Western Material Handling Show. This typical shipment—reported on these pages—demonstrated the

benefits Heinz has gained as a regular Compartmentizer user: Safe, claim-free delivery, heavier car loading, faster loading and unloading, easier handling of stop-off shipments and the elimination of expensive shipper-installed car bracing.

If you would like details on how P-S Compartmentizer-equipped box cars can help you produce more profitable distribution, contact Pullman-Standard. We will be happy to meet with you. Just call or write the office nearest you.



Loading—Efficiency is the keynote of Compartmentizer design, Heinz finds. Note that the Compartmentizer gates leave the entire car interior free of obstruction. Crews are unhampered, get the job done sooner.



Loading—Compartmentizer gates divide car interiors into three flexible-size compartments. Here, Heinz crewman loads doorway area after car ends have been loaded and locked in complete security behind gates.



Unloading—After the show the car was moved to the local Heinz Warehouse. One man opens gates in minutes, begins unloading quickly... no time is wasted removing costly bracing or piles of special parts.



Arrival—This Cotton Belt Compartmentizer-equipped car, #30010, carried the 91,235 pound Heinz shipment 3105 miles over 5 roads—the B&O, Alton and Southern, Cotton Belt, S. P. and Santa Fe—before delivering it to the Western Material Handling Show site. Shown inspecting the claim-free load on arrival are (left to right) Mr. E. L. Grauer, H. J. Heinz Company; Mr. Jack Lee, Producer, Western Material Handling Show; and Mr. S. C. Nelson, Pullman-Standard.



Unloading—This car end held 1930 cases of Heinz Junior foods. Inspection confirmed Compartmentizer performance: Not a single damaged jar! No profits lost on replacements or adjustments. No claims to file.

These shipper-conscious carriers have P-S Compartmentizers in service or on order to serve you . . .

Baltimore & Ohio	Merchants Despatch	Northern Pacific
Bangor & Aroostook	Transportation	Pacific Fruit Express
Central of Georgia	Milwaukee Road	Pennsylvania
Chicago, Burlington & Quincy	Minneapolis & St. Louis	Seaboard Air Line
Chicago Great Western	New York Central	Southern Pacific
Fruit Growers Express	Norfolk & Western	St. Louis Southwestern
Great Northern	North American Car	Texas & Pacific
		Western Pacific

Ask for them by name . . .

Compartmentizer-equipped box cars

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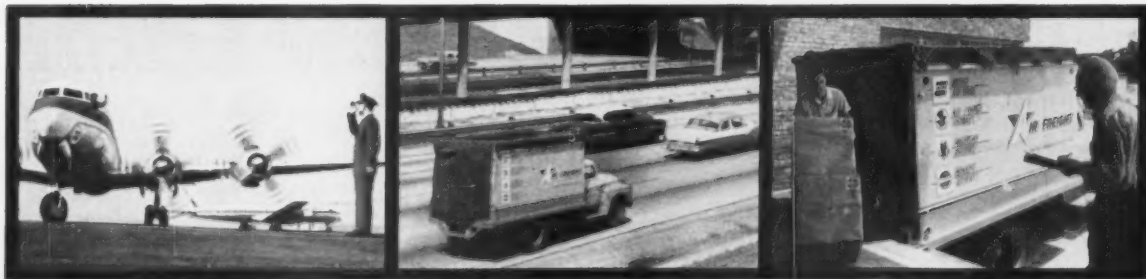
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United Air Freight service



is door to door, relieves you of



pickup and delivery problems

As convenient (and fast) as dropping an air mail letter in the box. Turn your shipment over to United *at your door* and forget about it. It will arrive at your customer's door on time and appreciated.

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NEWS

Safe Transit Committee Formed As Independent Corporation

The National Safe Transit Committee, Inc., recently was established as an independently-operated corporation apart from the Porcelain Enamel Institute, the group which founded it.

This move was taken so that the Committee can better serve the manufacturing and shipping industry with its program of pre-shipment testing intended to reduce damage to goods in transit. The new organization will provide new and expanded services to manufacturers, container producers, and testing laboratories.

R. F. Bisbee, general chairman of the Committee under the Porcelain and Enamel Institute, has been elected president of the new corporation.

—DA—

ATA Freight Claim Council Holds Fall Meeting in Memphis

Latest developments in claim prevention and claim liability were discussed at the Annual Fall Meeting of the American Trucking Associations, Inc., National Freight Claim Council. The meetings were held in Memphis, Tenn.

Among the features of this year's program was a "Claims Liability Clinic" in which carrier legal liability was analyzed and important court decisions reviewed. A highlight was the discussion of how to handle claims for concealed damage.

TAA Report Shows Transportation's Share of GNP, Federal Taxes, Other Expenditures

A report prepared by the research staff of the Transportation Association of America shows that in 1957, expenditures for transportation amounted to approximately \$87 billion.

The industry accounts for 20 per cent of the gross national product while 17 per cent of the total federal taxes result from transport activities.

The report goes on to say that consumption of other industries' products totals 62 per cent of all rubber produced, 40 per cent of lead, 48 per cent of petroleum, and 28 per cent of all steel produced.

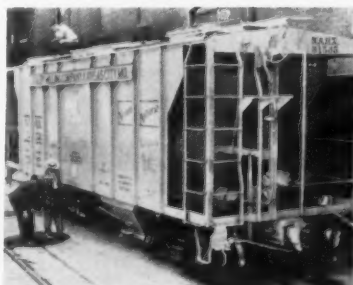
Five per cent of the gross national product, about \$21 billion, was spent for freight and passenger carrier services regulated by the Interstate Commerce Commission and the Civil Aeronautics Board.

—DA—

Training Courses Announced

The Industrial Management Center, Lake Placid Club, Lake Placid, N. Y., has announced two training courses for the spring. The Second Annual Packaging Training Conference will be held May 31 to June 13. The Sixth Annual Material Handling Training Course will be from June 14 to 27.

Malt Cars Leased



The first of North American Car Corp.'s new line of malt cars has been leased to Staley Milling Co., Kansas City, Mo., and the California Malting Co. of Los Angeles. The car was developed earlier this year to provide an economical and sanitary method of handling malt, grits, and other granular products. The car is plastic lined and equipped with four to six 5-in. air lines for pneumatic loading.

—DA—

The Second Annual Midwest Work Course on materials handling analysis is scheduled for Feb. 2, in Kansas City, Kan.

—DA—

Tuggle Elected ICC Chairman

Kenneth H. Tuggle, of Barbourville, Ky., has been elected to a one-year term as chairman of the Interstate Commerce Commission.

He succeeds Commissioner Howard G. Frease, of Oakland, Calif., under the ICC policy of rotating the chairmanship among its 11 members annually on a seniority basis.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

NFWA Representatives Present Objections to Appliance Weight Basis at Pentagon Meeting

At a recent meeting between defense officials and representatives of the household goods warehouse industry, held at request of the National Furniture Warehousemen's Association, strong objections to the use of a hundred weight basis for charging for the servicing of appliances were presented.

Edward D. Byrnes, NFWA executive director; Donald Markham; Luther P. Waring; J. Parker New, Mayflower Warehousemen's Association; William Burn's, Mover's Conference of America; and Francis Wyche of the Household Goods Carrier's Bureau attended. The meeting ended when government representatives agreed to consider the request that servicing of appliances be treated as any other accessorial service. Also, that such charges be made on a per item basis under Item 1 of the Basic Agreement.

While the NFWA-spurred request is receiving consideration, the cwt basis of charging will be in effect. The government will not grant a request for suspension of its order during this period of consideration which is expected to last seven months.

—DA—

President Eisenhower has renamed James Duffee as chairman and Chan Gurney as vice chairman of the Civil Aeronautics Board.

—DA—

Standards for Truck Docks

The American Trucking Associations, Inc., has asked the American Standards Association to approve a standard for the heights and clearances of truck docks. ATA submitted minimum design specifications for open and closed docks. The ASA now will canvass all national groups with an interest in the proposed standards. If supported by a consensus, the standard can be approved as an American Standard.

—DA—

TAA's Institute to Feature Speakers for 5 Transit Modes

Speakers representing five modes of transportation will be featured at the National Transportation Institute, an activity of the Transportation Association of America to be held at the Conrad Hilton Hotel, Chicago, on January 14.

These spokesmen for trucking, railroads, pipelines, barge lines, and air lines will be questioned, following their speeches, by a panel of shippers. The luncheon speaker will be Senator George Smathers. As another feature of the luncheon, TAA President George P. Baker will make the presentation of the Seley Transportation Award.

Speakers for transportation will be: J. W. Hershey, Jr., of the American Commercial Barge Line; Downing B. Jenks, Rock Island Railroad; Guy W. Rutland, Jr., American Trucking Associations, Inc.; J. L. Burke, Service Pipe Line Co.; and W. A. Patterson, United Air Lines.

—DA—

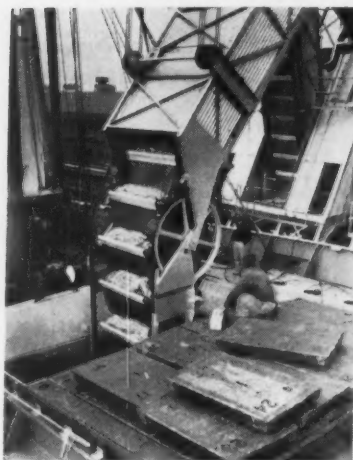
Robert F. Jackson has been elected chairman of the Farm Equipment Institute's Traffic Committee for a one-year term.

—DA—

Fink Heads Package Designers

Karl Fink has been elected president of the Package Designers Council at the Council's Annual Meeting in New York.

New Fruit Terminal



Stems of bananas move up through hatch in sling pockets of 80-ft gantry crane (See also DA Nov. 1958, Page 30) used by the Baltimore and Ohio Railroad in its new fruit terminal in Baltimore

Soo Proposes Guaranteed Rate in 1st U. S. Agreed Charge Pact

The Soo Line Railroad has filed with the Western Trunk Line Committee a proposal for a guaranteed rate.

In this application of the agreed charge principle, the shipper is guaranteed that rates on pipe would be unchanged for a 12-month period, unless the ICC requires an increase in minimum rates. The railroad, on the other hand, is guaranteed at least 90 per cent of the tonnage in the 12-month period. The proposed rate per short ton is \$10.05 as compared to the present rate of \$12.18.

Ross L. Thorfinnson, vice president-traffic of the railroad, said the proposal is similar in principle to the agreed charges used in England and Canada.

—DA—

Shipper-Carrier Group to Meet

The 23rd regular meeting of the Midwest Shipper-Motor Carrier Conference will be held at the President Hotel, Kansas City, Mo., Jan. 6-7. Dr. Kenneth McFarland, educational director, American Trucking Associations, Inc., will speak at the Wednesday luncheon.

Central Freight Control System for 13 Terminals



System dispatcher and supervisor of truck drivers for Ringsby Truck Lines, Inc., inaugurates a new centralized dispatch system. The system coordinates activities at 13 major terminals with the company's Denver, Col., headquarters. A 2700-mile voice communication network relays new location and status of each truck as changes occur. Changes are marked on pegboard

Atomic Weighing



Lead-shielded box between New York Central System's car wheels holds Cobalt 60. As rays penetrate the car, they are counted by a scintillation counter above. Counted signals indicate the car weight

Private Truck Council Meeting to Be Held for Jan. 29-30

The Private Truck Council of America, Inc., will hold its 20th Annual Convention at the Sherman Hotel, Chicago, Jan. 29-30. Theme for the meetings will be "Key to Greater Profits—Stretching Your Transportation Dollar."

The "Operator Meets the Manufacturer" discussion—an annual event in which truck producers and truck users exchange viewpoints on what the future vehicle will or should be—will be held on the morning of Jan. 30. Safety awards will be presented at the closing luncheon which will be held the same day.

—DA—

Ports Ask Terminal Study

The North Atlantic Ports Association, Inc., at its recent Semi-Annual Meeting, passed a resolution urging that the U. S. Maritime Board investigate the general practices, charges, services, definitions, and agreements of the terminal operations at Atlantic and Gulf Ports. The resolution says that the study is necessary for the good of the port industry and the general public.

Van Benschoten Resigns

Alfred J. Van Benschoten, because of severe illness, has resigned as president of the American Material Handling Society, Inc. Neil A. Bryson, first vice president, is serving as president pro tem, pending a special election to be held at the January meeting of the Board.

—DA—

Equipment Interchange Group Formed by Highway Carriers

About 360 motor common carriers have formed a National Motor Equipment Interchange Committee. At the organizational meeting, held in Chicago, George Briggs, president of the Briggs Transportation Co., Eau Claire, Wis., was elected chairman. A subcommittee, headed by C. James McCormick, president of Indianapolis and Southern Motor Express, Inc., Vincennes, Ind., will start meetings this month in an effort to set up rental charges. Carriers, under the proposal, will interchange trailers for stated fees rather than on a trailer-for-trailer basis.

—DA—

Fibre Box Competition Judges Are Announced

Two panels of judges have been appointed for the 1959 Fibre Box Competition to be held in Washington, D. C., April 7-9.

The Industrial Panel will consist of Lloyd Stouffer, of "Modern Packaging"; N. F. Behme, Jr., National Classification Committee; Allyn Beardsell, Container Laboratories, Inc.; Charles A. Lewis, Containers and Packaging Division, U. S. Department of Commerce; L. B. Ghastin, Chevrolet Motors; and Vince Goubeau, Radio Corp. of America.

The Merchandising Panel will consist of S. R. Bernstein, "Advertising Age"; O. H. Stark, Point of Purchase Institute; Harold McNulty, Batten, Barton, Durstine, and Osborne, Inc.; Myron J. Aubineau, Quaker Oats Co.; T. E. Sweeney, Montgomery Ward and Co.; and Raymond Loewy, Raymond Loewy Associates.

The Second Annual Midwest Work Course on materials handling analysis is scheduled for Feb. 2, in Kansas City, Kan.

(Please Turn Page)

Chuting the news...

(Continued from Preceding Page)

Trackless Train



A huge highway freight train capable of carrying 54 cords of pulpwood, ranging up to 250,000 lb has been developed jointly by the International Paper Co., engineers of Mack Trucks, Inc., and trailer builder B. M. Clark, of Union, Me. Each train consists of as many as three giant rubber-tired trailers, all pulled by a single 170-hp diesel engine Mack truck. Along with pulling the trailers, the truck also carries its own load of pulpwood

Fibre Box Assn. Elects

Charles H. Carpenter, of Kieckhefer-Eddy Paper Division, Weyerhaeuser Timber Co., was elected president of the Fibre Box Association recently.



Carpenter (right), succeeds W. Jackson (left), of Hoerner Boxes, Inc., in the organization's leadership. Election was held at the 19th Annual Meeting in New York. George B. Downing, of Downing Box Co., was elected vice president.

New Board members are: G. B. Downing; C. T. Evans, of Fort Wayne Corrugated Paper Co.; J. H. Folkerth, Birmingham Paper Co.; R. M. Goldstein, Nivison-Weiskopf Co.; Meyer Jaffee, J and J Corrugated Box Corp.; L. R. Osborn, American Box Corp.; R. G. Paramore, Central Fibre Products Co.; A. W. Schulte, River Raisin Paper Co.

Bright Piggy-Back Future

Morris Forgash, president of U. S. Freight Co., speaking recently before a traffic group, predicted a bright future for piggy-back. He backed up his forecast with these statistics.

"An 85-ft flatcar with roller bearings can be purchased for \$15,000. The two 40-ft trailers... can be obtained at a total cost of \$10,000. That is a total cost of \$25,000. On the other hand the two boxcars which this equipment will supplant would cost today between \$18,000 and \$20,000."

"In the month of August... one of my companies shipped 765 boxcars from Chicago to Los Angeles, with an average weight of 19,633 lb per car. In the same month we shipped 94 trailer laden flatcars between the same points, under Plan IV piggy-back, with an average weight per flatcar of 61,918 lb. ... the average weight per flatcar was more than three times the average load carried in the boxcars, so that for every flatcar that moved, three boxcars were released for other use. That means that each privately owned flatcar with its trailers, adds three boxcars to the rail fleet."

New Developments in Piggy-Back Operations Affect Rates, Routes, and Increase Service

The Interstate Commerce Commission has ruled that a motor carrier may not establish rates for substituted rail service between points which it is not authorized to serve.

The decision involving points served by Consolidated Freightways, Inc. over circuitous and alternate routes is presented in a report and order handed down by the ICC.

Another new development in piggy-back was announced by the Bangor and Aroostook Railroad. It has inaugurated piggy-back service on its lines and has constructed seven piggy-back cars for immediate use.

The Chesapeake and Ohio Railway has ordered 50 85-ft flatcars for its initial entry into piggy-back operations. Designed to carry over-the-road trailers, the cars will begin operations in February.

An additional order for \$5 million worth of Flexi-Van equipment has been placed by the New York Central System and its trucking subsidiary, the New York Central Transport Co. The order consists of mechanical refrigerator vans, open top vans for crane loading, double size door vans, and regular 36-ft vans.

New Trailership Stop

Pan Atlantic Steamship Corp. will add Jacksonville as a port of call for its trailerships in the Puerto Rican service. Calls at the Florida city will be made on the northbound voyage from Puerto Rico to Port Newark.

All-Commodity Rate Proposed

E. V. Hill, chairman, of Traffic Executive Association, Eastern Railroads, has announced a carrier proposal to establish an all-commodity rate of \$1.60 per 100 lb from New York to Chicago. This rate would be subject to a minimum of 26,500 lb per car.

(Please Turn to Page 14)

go-how:

**it moves brass
from Bridgeport**

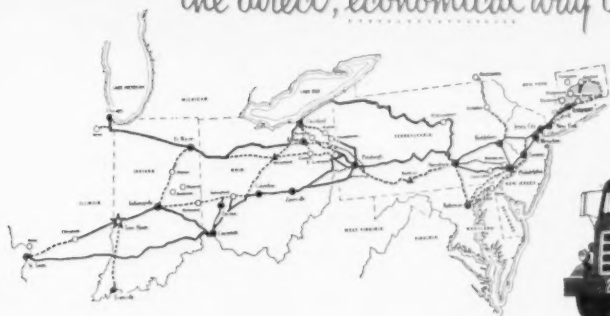
whenever industry beckons

To bring brass from Bridgeport...
hides from Harrisburg...
tools to Trenton... or any
commodity you make or buy,
anywhere you want it...
rely on the modern
dock-to-door motor carrier,
America's most dependable
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Dayton • Evansville • Ft. Wayne • Harrisburg • Indianapolis • Jersey City • Metuchen • New York City • Philadelphia • Pittsburgh • St. Louis • Trenton • Zanesville

Chuting the News . . .

(Continued from Page 12)

Caldwell Elected President of MHI During Organization's 15th Annual Meeting

Eugene Caldwell, of Baker Industrial Truck Division, was elected president of the Material Handling Institute, Inc., during its recent Annual Meeting in New York.

Two vice presidents also were elected. They are C. L. Fell, of the American MonoRail Co., and R. F. Moody, of the Hyster Co.

The program was arranged to bring MHI membership up to date on the various functions of the organization. A panel presented a progress report on efforts of MHI and the American Material Handling Society, Inc., to set up regional shows. The panel consisted of George G. Raymond, Jr., Howard M. Palmer, E. W. McCaul, C. L. Fell, and R. F. Moody. William A. Fischer, Jr., presented marketing facts on the nine AMHS regions.

Arthur H. Motley, president of Parade Publications, Inc., was the luncheon speaker.

Packaging Machinery Institute Elects Richmond President

J. Henry Richmond, of Potdevin Machine Co., was elected president of the Packaging Machinery Manufacturers Institute, Inc., during its recent Annual Meeting at French Lick, Ind.

K. B. Hollidge, of Arthur Colton Co., Detroit, was elected first vice president; W. R. Huguenin, of FMC Packaging Machinery Division, Stokes and Smith Co., second vice president; and Albert R. Stevens, of Elgin Manufacturing Co., third vice president.

PMMI also announced the appointment of the following directors: W. W. Anthony, Jr., Crompton and Knowles Packaging Corp.; E. L. Kuhn, Consolidated Packaging Machinery Corp.; Harold L. Bartelt, Bartelt Engineering Co.; Harold Mosedale, Jr., Package Machinery Co.; and Herbert H. Weber, H. G. Weber Co., Inc.

Maritime Board Holds Hearings on Regulation of Forwarders

The Federal Maritime Board is conducting hearings on Federal regulation of the freight forwarding industry. The proceedings concern revision of rules and regulations for foreign freight forwarder activities and payments of brokerage fees by steamship lines to these forwarders.

The Port of New York Authority has announced that it will intervene in the review. The Authority will stress the importance of forwarders to the commerce of the New Jersey-New York Port.

Airlines Agree on Strike Plan

Six major airlines have signed a mutual assistance agreement intended to counteract the effects of strikes on air transportation.

Those entering into the agreement are: American Airlines, Capital Airlines, Eastern Air Lines, Pan American World Airways, TWA-Trans World Airlines, and United Air Lines. Mutual assistance will be provided when an airline is grounded by labor action which is inconsistent with recommendations of an Emergency Board or which fails to exhaust the procedures of the Railway Labor Act.

Seven non-certificated airlines have filed protests with the CAB against this pact. The CAB will hold oral argument on Jan. 14.

Loomis Re-Elected President of AAR; 20 Directors Named

Daniel P. Loomis, of Washington, D. C., was elected president of the Association of American Railroads at a recent meeting of the Board of Directors which followed the organization's Annual Meeting. Both meetings were held in New York.

Seven directors chosen from the East are: George Alpert, president, New York, New Haven and Hartford; Alfred E. Perlman, president, New York Central System; Howard E. Simpson, president, Baltimore and Ohio; James M. Symes, president, Pennsylvania; Walter J. Tuohy, president, Chesapeake and Ohio; Lynne L. White, chairman of the Board, New York, Chicago and St. Louis; and Harry W. Von Willer, president, Erie.

From the West, the following were named: Russell L. Dearmont, president, Missouri Pacific; E. S. Marsh, president, Atchison, Topeka and Santa Fe; Ben W. Heine, chairman, Chicago and North Western; Clark Hungerford, president, St. Louis-San Francisco; William J. Quinn, president, Chicago, Milwaukee, St. Paul and Pacific; Harry C. Murphy, president, Burlington Lines; Donald J. Russell, president, Southern Pacific; and Arthur E. Stoddard, president, Union Pacific.

Elected from the South were Harry A. DeButts, president, the Southern; Wayne A. Johnston, president, Illinois Central; John W. Smith, president, Seaboard Air Line; W. Thomas Rice, president, Atlantic Coast Line; and John E. Tilford, president, Louisville and Nashville.

Classification Amendments

All parties who ship truck trailer parts will be interested in the recently completed amendments to the Truck-Trailer Manufacturers Association's Freight Classification Guide No. 3. Copies are available from TTMA, 710 Albee Building, Washington 5, D. C.

(Please Turn to Page 22)

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Wherever it goes...***

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**UNION
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for round-the-clock, reliable service
backed by the most modern facilities
for expediting shipments and pro-
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***Freight service at its best...
from and to the West***

THERE IS ANOTHER NEW SECURITY WITH

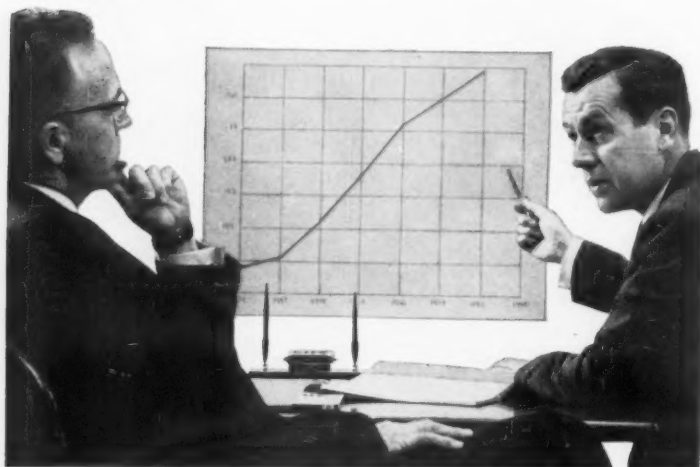


For many years, NVL agents have enjoyed the Security of a fantastic rate of growth. This has been "bread and butter" security, the kind you can feel in your bank book.

But many NEW things are happening at NVL these days. New faces . . . new policies . . . new operating methods . . . and startling new merchandising programs.

Multiply these developments with a 292% sales increase since 1952 and you can see what we mean by *Another* new Security.

If your progress and security is shackled by an old fashioned agent-van line relationship, why not investigate the magic carpet of National Van Lines.



It's well worth a phone call to: Tom Williams, National Van Lines, Broadview, Illinois . . . or let the postman bring us the coupon below.

National Van Lines, Dept. DA-A9, Broadview, Illinois

Please send me more facts about NVL.

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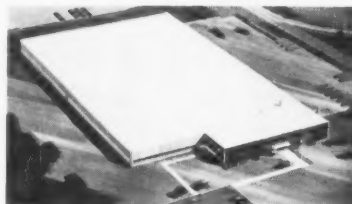
Coming Events

- Jan. 13-14—Transportation Assn. of America & National Transportation Institute, Annual Meeting, Conrad Hilton Hotel, Chicago.
- Jan. 21-23—Plastic Packaging Conference, American Management Assn., Biltmore Hotel, Hollywood, Fla.
- Jan. 25-29—Truck Trailer Mfrs. Assn., Inc., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.
- Jan. 29-30—Private Truck Council of America, 20th Annual Convention, Sherman Hotel, Chicago.
- Feb. 1-3—National Wooden Pallet Mfrs. Assn., 12th Semi-Annual Meeting, Hollywood Beach Hotel, Hollywood, Fla.
- Feb. 2-6—Midwest Work Course on Materials Handling Analysis, 2nd Annual Extension Center, University of Kansas, Kansas City, Kan.
- Feb. 9-11—National Assn. of Shippers Advisory Boards, Annual Meeting, Hotel Sheraton Jefferson, St. Louis.
- Mar. 1-4—National Assn. Frozen Food Packers, 18th Annual Convention, Conrad Hilton Hotel, Chicago.
- Mar. 26—Society of Packaging & Handling Engineers and American Materials Handling Society, 4th Packaging & Materials Handling Conference, Stanford University, Palo Alto, Calif.
- Apr. 2-5—The Refrigeration Research Foundation, Annual Meeting, Statler and Mayflower Hotels, Washington, D. C.
- Apr. 5-9—American Warehousemen's Assn. (Merchandise Div. and NARW) 68th Annual Meeting, Statler and Mayflower Hotels, Washington, D. C.
- Apr. 13-17—National Packaging Exposition, American Management Assn., International Amphitheatre, Chicago.
- Apr. 26-30—The Operations Council, ATA, Annual Meeting & Exhibit, Leamington Hotel, Minneapolis, Minn.
- May 6-7—Eastern Industrial Traffic League, Semi-Annual Meeting, Claridge Hotel, Atlantic City, N. J.
- May 10-16—National Transportation Week.
- May 31-June 13—Second Annual Packaging Training Course, Industrial Management Center, Lake Placid Club, Lake Placid, N. Y.

Shippers' Advisory Boards

- Jan. 14-15—Atlantic States, New York City.
- Jan. 20-22—Southwest, Waco, Tex.
- Jan. 20-22—Midwest, Chicago.
- Jan. 28-29—Northwest, St. Paul, Minn.
- Mar. 11-12—New England, Boston.
- Mar. 12-13—Pacific Northwest, Portland, Ore.
- Mar. 12-13—Pacific Coast, San Francisco.
- Mar. 24-25—Great Lakes, Buffalo, N. Y.

Trailer Plant



A May completion date is anticipated for the 150,000-sq ft plant and two-story office building the Clark Equipment Co. is building for its Brown Trailer Div. at Michigan City, Ind.

DISTRIBUTION AGE



Photo courtesy of Cities Service Oil Company (Delaware)

Now! Buy one truck...do the job of two!

The Clarklift fork trucks pictured above are demonstrating a new *dual* function. They stack 30% higher than equipment of similar, retracted mast height... can *also* drive through low boxcar doors and other tight clearances. Actually, it means you're getting two machines in one.

Utilizing Clark's new *Triple Stage Upright*, you are able to take better advantage of the *full* height of your warehouse... yet, use the *same* fork truck for loading rail cars or highway trucks, low-door

elevators, etc. The Triple Stage Upright enables your equipment to *work full time*, and on many *varied jobs* with no stacking height loss, no clearance problems, *no work stoppages*.

A specification sheet showing complete details is available on request. Simply write: Triple Stage Upright, Clark Equipment Company, Battle Creek, Michigan.

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EQUIPMENT**

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*If they're
out of the way
—and need it
right away...*

SHIP BY
GREYHOUND®
PACKAGE EXPRESS

IT'S THERE IN HOURS... AND COSTS YOU LESS!

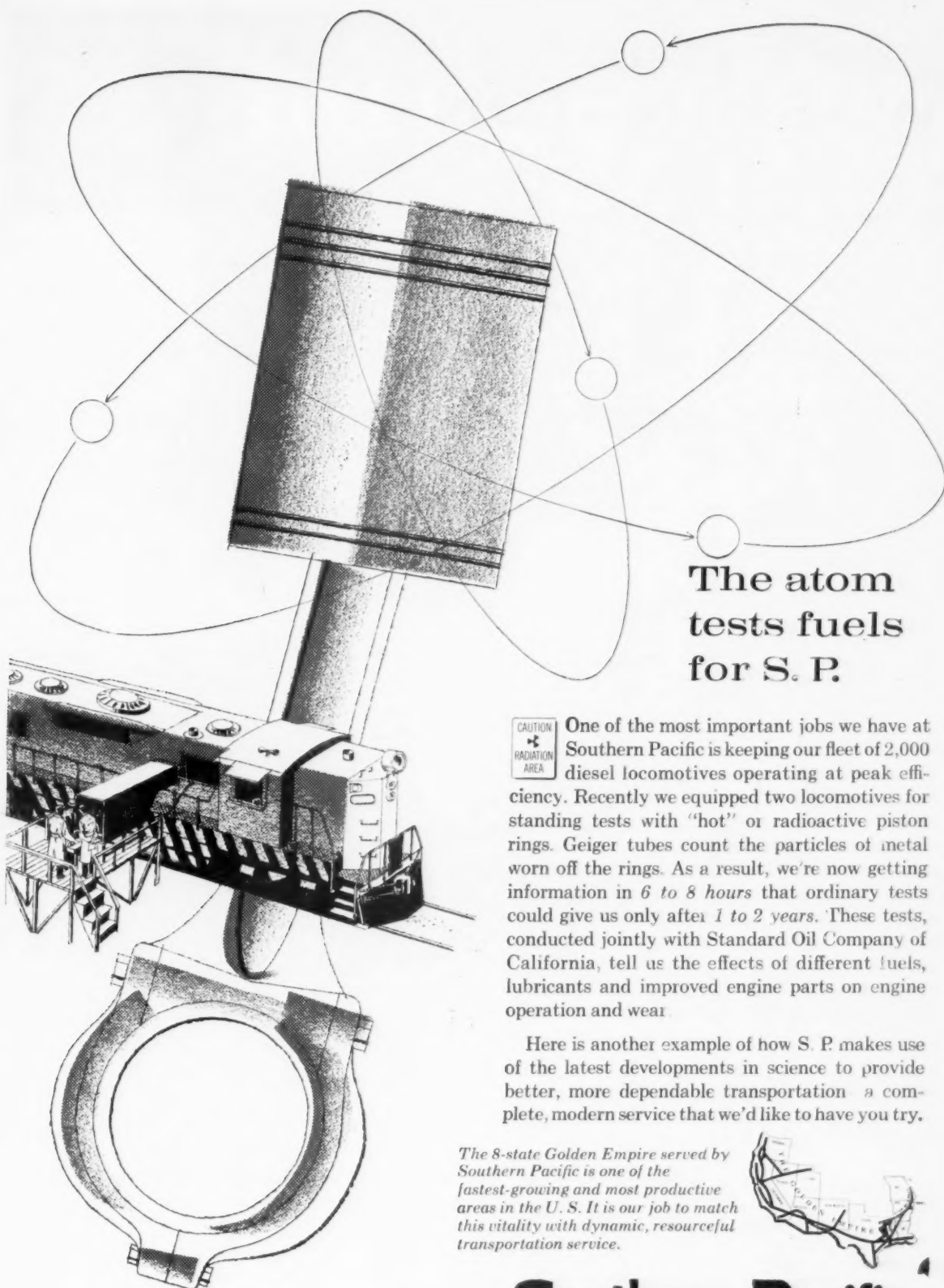
Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

What's more, Greyhound Package Express offers this service seven days a week...twenty-four hours a day...even on week-ends and holidays! Packages get the same care and consideration as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

So remember, if your product can be put in a package, send it Greyhound Package Express.

Call your nearest Greyhound bus station or write to Greyhound, Dept. E1, 5600 Jarvis Ave., Chicago, Ill.





The atom tests fuels for S. P.



One of the most important jobs we have at Southern Pacific is keeping our fleet of 2,000 diesel locomotives operating at peak efficiency. Recently we equipped two locomotives for standing tests with "hot" or radioactive piston rings. Geiger tubes count the particles of metal worn off the rings. As a result, we're now getting information in 6 to 8 hours that ordinary tests could give us only after 1 to 2 years. These tests, conducted jointly with Standard Oil Company of California, tell us the effects of different fuels, lubricants and improved engine parts on engine operation and wear.

Here is another example of how S. P. makes use of the latest developments in science to provide better, more dependable transportation—a complete, modern service that we'd like to have you try.

The 8-state Golden Empire served by Southern Pacific is one of the fastest-growing and most productive areas in the U. S. It is our job to match this vitality with dynamic, resourceful transportation service.



Southern Pacific

serving the Golden Empire with

TRAINS • TRUCKS • PIGGYBACK • PIPELINES

WASHINGTON



By Ray M. Stroupe, *Chilton Washington News Bureau*

ALASKA PANEL AT WORK—The Alaska International Rail and Highway Commission again is operating at its Washington offices. A congressional clamp on funds had interrupted the work of this agency. Sen. Magnuson, D., Wash., its acting chairman, says the Commission will ask the new Congress for funds to allow study of transportation routes and needs affecting Alaska. Only \$40,000 was appropriated for the Commission in mid-1958.

AGREED FREIGHT CHARGES NEAR—Agreed charges on U. S. railroad freight are in prospect. The Soo Line, in December, was expected to make the initial application to the ICC. The Soo recommends a guaranteed rate on iron and steel pipe and tubing shipped from Sault Ste. Marie, Ontario, to Chicago. On carload lots of at least 80,000 lb the rate would be \$10.05 a ton, compared to \$12.18 now. The rate would be guaranteed not to change for a year.

URGES AIRLINES STUDY—Airline industry commitments to buy jet aircraft should be studied closely, says Sen. Smathers, D., Fla. He wants the Senate Commerce Committee to find whether the lines acted wisely in contracting for an estimated \$5 million in jets. Other topics he believes the study should cover include: Cargo carriers' and freight forwarders' functions, the adequacy and disposition of present equipment, and federal regulatory policies.

AGENCIES CONCUR ON STORAGE—All federal agencies now may use storage and warehouse space jointly, under a new agreement. Covered by the agreement is all general merchandise and refrigerated storage space, except that housing strategic stockpile items. Any agency may arrange to store in the facilities of another, paying for services at a set rate. Only case-lot merchandise is affected. A Hoover Commission recommendation led to the agreement.

CANAL FUNDS PUSHED—Funds to begin work on the Florida Barge Canal may be the target of an intensive drive in the new Congress. The projected waterway, approved during World War II, would serve intercoastal shipping in peace and war alike, proponents say. In the latest cost estimates, the federal share of the \$170-million project was put at \$164.6 million. The Corps of Engineers finds that peacetime-use benefits should be \$1.05 for each \$1 spent.

RAIL PLANS HALTED—Proposals to withhold demurrage charges on some shipments of West Coast lumber have been suspended by the ICC. Tariffs offered by two railroads will be held up until next June 1 by the Commission. The Chicago, Rock Island and Pacific and the Soo Line had sought to allow shippers to halt loaded cars at stated points for up to 15 days without paying demurrage. But southern lumber shippers protested, and the ICC is investigating the tariffs.

HANDLING GROWTH VIEWED—The Air Force will sponsor the 1959 Military-Industry Packaging and Handling Symposium. The service hopes to attract more than the 1300 persons who attended the recent 1958 symposium. Featured in the recent meeting were discussions of automated warehouses and of containerized freight. The use of commercial jet aircraft, it was maintained, will provide greater opportunities for unitized freight handling.

WOULD ENTER SEAWAY—Extended service rights affecting the St. Lawrence Seaway are sought by Marine Transport Lines, Inc. The New York steamship line is the first to ask ICC to extend its service from the East Coast to Great Lakes ports via the Seaway. Marine Transport has contract authority to move general freight between Atlantic and Gulf ports. Also, it is permitted to carry certain metals and chemicals from Freeport, Texas, to Los Angeles.

EASE SHIPPING RULES—Corporations with alien directors now are permitted to operate ships between points in the U. S. New Public Law 85-902 allows such movement. Previously, firms were barred from shipping between U. S. points unless all directors and 75 per cent of the shareholders were U. S. citizens. The aim of the new law is to assist firms which buy raw materials here, employ U. S. citizens, and sell products to U. S. buyers.

RAILROAD BIDS OPPOSED—Two new trucking industry pleas have been made for ICC denial of unrestricted motor carrier rights to railroads. In one, the American Trucking Assns., Inc., petitioned the ICC to reject such rights to the Santa Fe on runs between Amarillo, Tex., Woodward, Okla., and 10 intermediate points. ATA also asked the ICC to deny Seaboard Air Line R. R. a temporary free authority bid. The Wilmington-to-Charlotte, N. C., area would be affected.

ONE YALE TRUCK DOES THREE JOBS ECONOMICALLY

K-46 equally efficient in warehousing, on loading ramp, for mounting and dismounting operations

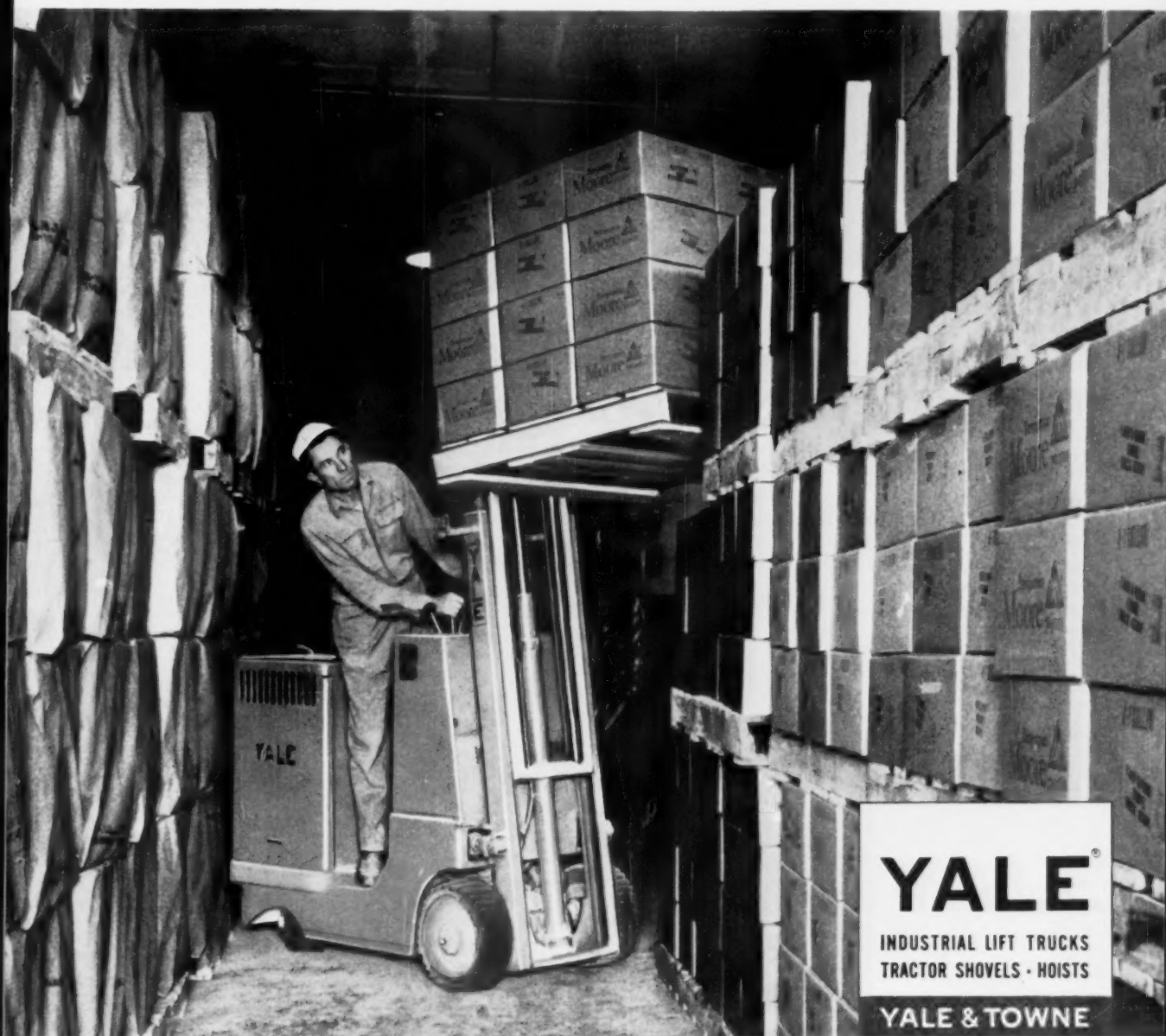
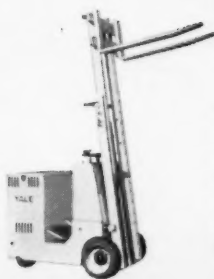
If your requirements call for a one-truck fleet, the versatile Yale K-46 is the truck for you!

Three features give this economical Yale truck an extraordinary degree of usefulness. *Compactness* makes it a good narrow-aisle truck. *Maneuverability* makes it the perfect truck for loading and unloading on the delivery ramp. *Standup cockpit* permits easy, fast mounting and dismounting...gives the driver a clearer view for loading operations and aisle movement.

The K-46 is the ideal truck for profitable short

cycle operations. Compact as it is, this economical truck has *all* the features of the large Yale electric trucks. Exclusive Magnetic Cam-O-Tactor for controlled acceleration and smooth travel—rugged durability—low-cost operation—dead-man control and other safety features. Capacities, 2,000 and 3,000 lbs.

For information about this stand-up electric truck, a cost-cutter in Yale's line of electric trucks (capacities 1,000 to 200,000 lbs.), call your Yale representative, or write for brochure #5112. The Yale & Towne Manufacturing Co., Yale Materials Handling Division, Philadelphia 15, Pennsylvania, Dept. KT 1-H.



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Yale Materials Handling Division, a division of The Yale & Towne Manufacturing Company. **Manufacturing Plants:** Philadelphia, Pa., San Leandro, Calif., Forrest City, Ark. **Products:** Gasoline, Electric, Diesel and LP-Gas Industrial Lift Trucks • Worksavers • Warehouses • Hand Trucks • Industrial Tractor Shovels • Hand, Air and Electric Hoists

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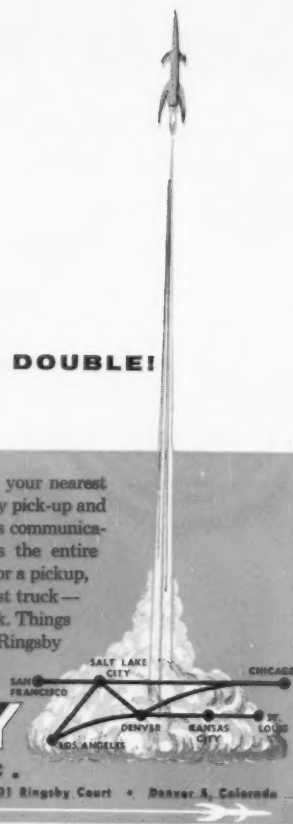
ON THE DOUBLE!

Your freight moves just that way when you call your nearest Ringsby terminal... where fast coordination of city pick-up and delivery is the order of the day, every day. In this communications "nerve center", the radio dispatcher plots the entire metropolitan fleet's movement. When you phone for a pickup, or a delivery is on the way, he pinpoints the nearest truck—radios the driver—sends him straight to your dock. Things happen fast all down the line when you ship Ringsby Rocket... the fastest distance between two docks.

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NEW Allis-Chalmers 2,000-lb lift truck ...A STANDOUT PERFORMER

Let's look at the facts...

Greater Lugability—from a rugged heavy-duty industrial engine with full 35 hp.

Climbs a 40-percent ramp loaded. Power, traction, plus low center of gravity add up to gradability that can't be matched.

Greater accessibility—ready for servicing in 22 seconds... stripped down to the chassis in 22 minutes.

Proven "Years-Ahead" design—means more dependable, continuous... economical hours on the job.



The FT20-24 climbs a 40-percent grade loaded!

Ask your Allis-Chalmers dealer to demonstrate the NEW FT20-24 on your job under your conditions. Ask for the new Bulletin BU-485. Allis-Chalmers, Milwaukee 1, Wisconsin.

ALLIS-CHALMERS



POWER FOR A GROWING WORLD

BH-97

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... News

(Continued from page 14)

News Briefs

Offered at the annual Traffic Institute of the American University, Washington, D. C., Jan. 12-29, is a curriculum built around management development with case studies from business and government.

Northern California's Fourth Annual Industrial Materials Handling and Packaging Conference will be held at Stanford University, March 26. Robert W. Stevens has been elected general chairman.

An Industrial Packaging Short Course will be held at Purdue University, March 2-13.

The Canadian Industrial Traffic League has suggested a change in statutory railway freight rates subsidizing the Crow's Nest Pass Grain Rates.

Columbus and Dayton, Ohio, will join United Air Lines' 14,000-mile nationwide system on Jan. 11.

American President Lines, Ltd., San Francisco, has made application for operating-differential subsidy to serve a proposed Great Lakes-St. Lawrence River-Mediterranean trade route.

D. N. Lillevand, Grace Line, is the new president of the Marine Exchange, Inc., San Francisco.

The new coal-loading dock of the Chesapeake and Ohio Railway at Toledo, Ohio is now in full operation. The mechanical shiploader is capable of handling 6000 tons of coal an hour.

The Union Pacific Railroad has purchased 100 new flat cars designed for hauling highway-type trailer vans. The cars will be 85 ft long and have a 70-ton capacity.

Signode Steel Strapping Co., Chicago, Ill., has been admitted into membership of The Material Handling Institute, Inc.

A shock-free method for shipping supersonic missiles by rail has been developed by the New York Central System. Missiles are supported in cars by large rubber air-filled pillows.

The Illinois Central Railroad has extended piggy-back service to Monroe and West Monroe, La. and Sioux City, Ia., and Omaha, Neb.

A new department has been formed at Pacific Intermountain Express to place additional emphasis on careful freight handling. A. C. Wood heads the new program.

The TMI School of Transportation in cooperation with the Society of Industrial Packaging and Materials Handling Engineers is holding a special course in industrial packaging every Tuesday, at the school in New York until March 10, 1959.

Transcontinental Transport, Inc., has been purchased by Consolidated Freightways, Inc.

(Please Turn to Page 97)

DISTRIBUTION AGE

On the Line—



One More Question

Who among us has not asked one or most of the questions about transportation's failings posed by Wayne Light in this issue's lead article?

This year the House and Senate Interstate Commerce Committees plan to tackle these and like questions. It's high time they were resolved into constructive, corrective measures. If the approach will be objective, their conclusions could be constructive. But we have grave doubts that any resulting legislative directive ever will be corrective.

Corrective steps must be taken by the industry itself. Legislative action merely should enable the industry to take those steps.

Actually, we think it is a wrong procedure to wait on the findings of the legislative bodies. That is a socialistic approach.

We've got the best transportation system in the world. All that it needs is reorganization. Its several parts developed as strangers, rather than members of the same family.

To accomplish a reorganization, the members must be brought together. Because the nation's welfare is the stake, the high office of President of the United States is the proper one to start the reorganization proceedings. No other person, office or body of men could do the job as effectively. Not only does his position command utmost respect, but the government he heads is a pretty important customer of transportation.

It would not be necessary for the president to assume the role of arbiter of the industry's problems. All he would need to do would be to bring the various types of carriage together. That could be accomplished very easily by calling for a National Transportation Congress.

At this meeting, the president could explain that not only is the industry facing troubled times but that the people of this country also are affected. That would be a fresh point for the carriers. They are so absorbed with their problems that they have forgotten it is Tom, Dick and Harry Citizen who are paying the transportation bill and suffering most when the services are in trouble.

The president then could ask a basic question worded something like this:

"What specific services is your firm best able to perform—with maximum efficiency to your customers and fair profit to your company—in your area of operation?"

Or, perhaps he would prefer to ask, "What burdensome and unprofitable services would you like to drop?"

For every service any carrier would want to drop, there would be several others who would gladly acquire it. Each then could concentrate on doing the job for which he is best suited—and feed to others what they are best able to do.

Your '59 Forecast

Every year about this time we are asked our opinion about the coming year's business outlook. Every year we hedge.

It isn't that we don't have an opinion. We just don't like general forecasts.

Only specific forecasts have any value. What good will it do to know that the general business outlook is good if your own company has withered?

During the great depression, new businesses were organized and prospered. Aggressive companies did better than the mossbacks. And during high prosperity times, hundreds of firms failed.

At best, forecasting is "educated guesswork." We think that its importance is much overrated. We prefer the "nose-ahead" system. Horse races are won that way, and the winning nags can't read the odds board or tip sheets.

A starting place for the nose-ahead system is a good "how-to-do-it" business magazine. Another is a professional or industry association. From both one can pick up really worthwhile technical and business data.

Then there are industry equipment exhibitions. There each exhibitor displays the result of his firm's progress in engineering, production and services.

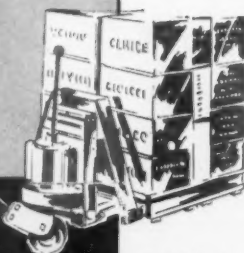
Such contacts will establish a "climate." If, upon return to your plant, your climate is equal or better, you won't need tip sheets.

H.V. Greene

EDITOR

*Because this
has what
it takes...*

The rugged durability and extra value (Timken tapered roller bearings in every wheel, spring loaded non-kicking handle, slide planes for easy pallet entry and 360° lifting radius as standard) of the REVOLVATOR Red Giant hand lift pallet truck (above) has built a reputation which means that...



Red Giant
Hand Lift
pallet truck

*We were
called on
to do
this...*



Explosion-proof
High-lift
Go-Getter

One of six basic models... REVOLVATOR Series 54.00 Go-Getter for use in explosion hazardous areas for chemical and related companies with Class I Group D or Class II Group G hazards designed at the request of one of the country's leading safety authorities. This electric lift truck meets requirements for both hazards and utilizes screw type housings hydrostatically tested to pressures far beyond those required. Additional safety feature—hydraulically operated disc brake.

Therefore: Whether you need a standard piece of material handling equipment or specially designed equipment, call on

REVOLVATOR CO.

8796 TONNELE AVENUE, NORTH BERGEN, N. J.

Circle No. 6 on Card, Facing Page 51, for more information

LETTERS

TO THE EDITOR

All-Cargo vs. Combination

To the Editor:

I was very much interested in Mr. Frederick's article appearing in the September issue of *DISTRIBUTION AGE*, entitled, "All-Cargo Airlines Call for Help."

Why—after nine years of effort and millions of dollars—have the all-cargo airlines failed? The answer is not found in the seven steps outlined by the all-cargo carriers as reported by Mr. Fredericks.

Their problem stems from lack of public acceptance because the public does not require their limited services. For every flight operated by all-cargo carriers between a given pair of points, the combination carriers offer eight to ten flights or more each day—including all-cargo flights of their own—a flexibility the all-cargo carriers can not match. With fleets of modern all-cargo aircraft far surpassing in number those of all-cargo carriers, the combination carriers still carry 60 per cent of their cargo traffic on combination aircraft.

Combination jet aircraft are currently on order and have a cargo capacity—plus passengers and their baggage—equal to the capability of the all-cargo aircraft of 2/3 of the all-cargo industry. The combination carriers' cargo lift on these jets will be enormous.

The public does not require—nor do they support—cargo airlines. To keep them alive at public expense would be a grave mistake.

JOHN POGUE

Manager of Cargo

Delta Air Lines
Atlanta, Georgia

While the sub-head on the article, which was added to my manuscript in the editorial offices, may give the impression that I am backing the pleas of the all-cargo lines, such is not the case. As a matter of fact I agree with your statements. One of the great contributing factors to their present situation has been lack of need, reflected in lack of demand for their services on the part of shippers.

I do not, never have, and never will advocate the continuance of all-cargo airlines strictly at public expense.—John H. Frederick, DA distribution consultant.

Distribution Survey

To the Editor:

For the past several weeks I have made a survey of the distribution potential of the Pittsburgh trading area. Literally, this has consumed my time—day and night.

In fact, I really don't have time to write this little note to you, but your publication, particularly your Febru-

ary, 1958, edition listing the cartage-men and warehousemen has been my guiding light.

Of course, this is only a small part of the valuable information of your magazine. Kindly accept the little word, "THANKS" from me to you. There are many words to express my deep gratitude. Suffice to say at this time, it does run deep.

BERT INFANTE
Traffic Manager

John Sexton and Co.
Pittsburgh, Pa.

On The Line

To the Editor:

Your editorial in the September, 1958, issue of DISTRIBUTION AGE was very appropriate.

Fortunately there are a number of industrial traffic managers who do refuse to do business with these gypsy truckmen. As you suggest, the traffic managers who encourage the tramp truckers certainly set back the ethics of traffic management at least 25 years.

Congratulations for boldly coming out and putting it "on the line."

FRED C. HERMANN

General Traffic Manager
Hermann Forwarding Co.
North Brunswick, N. J.

Thanks.—The Editor.

Transport Tax Refunds

To The Editor:

In the October 1958 issue of DISTRIBUTION AGE you carried an item under the caption "May Claim Transport Tax Refunds."

Your article mentioned an Internal Revenue Service ruling applicable to some terminal and dock companies.

I would appreciate your advising the Internal Revenue Service ruling, or the governmental publication from which this quote was taken, in order that we may obtain a copy.

J. A. Griffin

Swift and Co.,
Chicago, Ill.

The Internal Revenue Service action referred to in that item was Revenue Ruling 58-427. This ruling was published in Internal Revenue Bulletin 1958-34, on August 25, 1958. Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The price of a single copy of the Bulletin is 20 cents.—The Editor.

Piggy-Back Guide

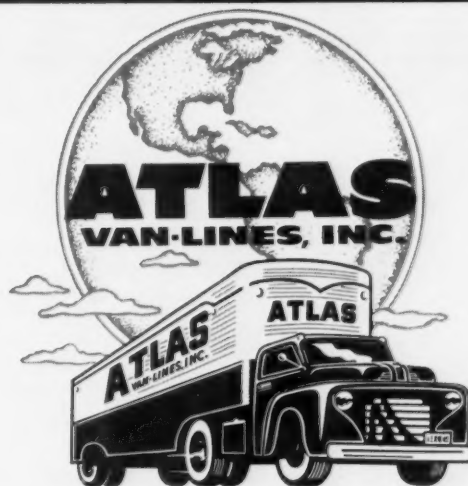
To The Editor:

We want to compliment you for the excellent "Piggy-back Section" in the October, 1958 issue of DISTRIBUTION AGE.

As far as the Monon is concerned, we have several additional interline connections to add: CB&Q, NYS&W, M&E, L&WV, C of NJ, M&StL (one rate), IC (shortly), and the following lines as over-head carriers: D&H, L&HR, P&WV and L&NE.

C. R. Phillips

Monon Railroad
Chicago, Ill.



NOW! single-line and nationwide! offering special advantages to household-goods mover agents

- Atlas is organized by agents for agents . . . each agent with identical and equal opportunity . . . you operate unrestricted within the limits of your own ICC authority . . . yet you have all the advantages of a strong national affiliation.
- Atlas is not in competition with its agents . . . every sale is an agent's sale . . . there is no competing company sales force . . . no competing company equipment . . . no competing company warehouses.
- On a long distance haul, you receive earned revenue as soon as collected by Atlas.
- Your van on the road has first priority for return tonnage . . . a strong centralized dispatching operation provides tonnage both ways.
- Atlas emphasizes service to key account sources through management control, merchandising and promotion.
- Expedited claim handling thru the agency organization has already resulted in high dollar return to the agents.

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Send me complete details on the new Atlas Van-Lines, and how I may fit into the organization.

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Address _____

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Operates in _____

EOCI Elects Officers



Newly elected officers of the Electric Overhead Crane Institute, Inc. are (left to right): Arland R. Walkley, president; William H. Morgan, vice president; Joe H. Peritz, executive secretary-treasurer; and Robert F. Rice, John S. Jackson, and William W. Peattie—all elected directors

Men in the News

Traffic

Joseph E. Melvin—promoted to director of traffic and warehousing, Minute Maid Corp., Orlando, Fla.

Wilfred M. Kluss—appointed assistant to the general manager, Marine Transportation Dept., Socony Mobil Oil Co., New York.

Victor Bonnafee, Jr.—new freight traffic manager, United Fruit Co., Southern Div., New Orleans, La.

Packing Refresher Course



The one-year packing-branch refresher program at the Naval Supply Center, Oakland, Calif., has provided more versatile workers and a more flexible organization. Lectures, demonstrations were developed to study engineered time standards, marking, methods improvement, supervisory responsibilities, use of charts and graphs, plant layout, shop math, communication, and quality control

W. Lennig Travis—appointed traffic research director, Atlantic Refining Co., Inc., Philadelphia.

Paul A. Billman—new assistant traffic manager, J. T. Baker Chemical Co., Phillipsburg, N. J.

Howard G. Freas —, Daniel P. Loomis—sworn in as members of the United States National Commission in the Pan American Railway Congress, Washington, D. C.

R. O. Bennett—elected chairman of the National Committee for Motor Fleet Supervisor Training, American Trucking Associations, Inc., Washington, D. C.

W. G. Van Dame—traffic agent for Barium Chemical Plant, Columbia-Southern Chemical Corp., South Charleston, W. Va.

Transportation—Air

Enrique Chavez—named first vice president, LAV-The Venezuelan Airline, New York.

Ellis D. Slater—elected chairman of the Board, Emery Air Freight Corp., New York.

C. M. Christenson—elected assistant vice president-flight operations, United Air Lines, Chicago.

Florian J. Stevens—appointed director-cargo sales service, American Airlines, New York.

—Highway

Martin G. Noon—elected president, Florida Council of Safety Supervisors.

Alan J. Kraft—elected director, Highway Trailer Industries, Inc. and Highway Trailer Co., New York; T. R. Betrone—elected vice president, Highway Trailer Co.

Roland N. Reedy—appointed senior vice president; Arthur H. Bernstein—vice president, director, treasurer; and Castle W. Jordan—general counsel and assistant secretary, Ryder Systems, Inc., Jacksonville, Fla.

Harry V. Arthur—is the new general traffic manager, Central Freight Service, Inc., and Central Freight Trucking, Inc., Edgewater, N. J.

Julien R. Steelman—elected chairman of the Board, International Road Federation, Washington, D. C.

Harold Gray—is the new manager, State Services Dept., National Highway Users Conference, Washington, D. C.

—Rail

Glenn C. Lacey—appointed vice president-Western Region, Railway Express, New York; Amis D. Satterwhite—assistant to the vice president-operations; Hugh Graef—superintendent Philadelphia Div.; Truman T. Moore—general manager-Eastern Lakes Div.; and Frank J. Fagan—general manager, New City Div.

Charles E. Ragland—new assistant vice president-traffic, New York, New Haven and Hartford Railroad.

Karl A. Voth—appointed general traffic manager, Monon Railroad, Chicago, Ill.

—Water

Earl Leonce Guillot—named operations manager for the Port of New Orleans.

Materials Handling

Frederick W. Ackerman—elected a director, Yale and Towne Mfg. Co., New York.

Tank Truck Rodeo



Hayter C. Brown (center), tank truck driver for The Mason and Dixon Lines, Kingsport, Tenn., is shown with two trophies he won for first title ever awarded in the tank truck classification at the National Truck Rodeo in Miami Beach, Fla. Offering congratulations are Jack King (left), Mason and Dixon Lines, and Henry J. Nave, White Motor Co.



Elliott Bay, Seattle

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Leaves	Arrives
Chicago:	Seattle:
MONDAY	FRIDAY

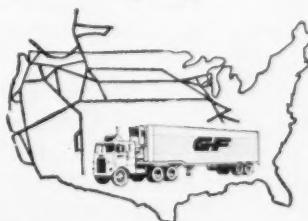
Leaves	Arrives
Spokane:	Minneapolis-
TUESDAY	St. Paul:
	THURSDAY

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INDIANAPOLIS, INDIANA



"Your car is crossing Lake Michigan right now"

When business is picking up and inventories are going down, it becomes very important to keep close tab on incoming materials. There's a paper mill in Northern Pennsylvania where this is a real problem because much of its woodpulp comes all the way from Oregon. The Traffic Manager always routes these shipments by Chesapeake and Ohio, for two reasons:

A glance at the map will show you that the most direct route from the Pacific Northwest to most points in the Northeast is via C&O's Lake Michigan Trainferry. C&O Trainferries provide dependable "short cut" service the year round.

The second reason is that promptly on receipt of the cars by C&O, information about them is teletyped to

CLIC (Car Location Information Center). CLIC speeds on the message by teletype to the C&O Traffic Office concerned—in this case Philadelphia, and the information is quickly available for the Traffic Manager of the paper mill. Before the shipment is half way across Lake Michigan, the mill knows when to expect its arrival and can plan its production schedules accordingly. On this particular shipment, the same information is teletyped to C&O's traffic office in Portland, Oregon for immediate relay to the shipper.

Chesapeake and Ohio's unique system-wide, all-teletype car reporting service is proving helpful to many shippers in many different ways. Is your Traffic Department making full use of it?



Would you like a copy of a booklet describing CLIC? Just write:

Chesapeake and Ohio Railway

3800 TERMINAL TOWER, CLEVELAND 1, OHIO

SHIP C & O . . . AND WATCH IT GO!



Transportation's Challenge for 1959

WE ARE in the midst of a very destructive transportation revolution. It is threatening our way of life. It is contributing to our higher costs of living. It is subversive of our optimum progress and development.

Despite our advances in technology, the unprecedented expansion of our economy, and the growing concern of our government, transportation conditions at all levels have been getting progressively worse. It is not for lack of technological advances in transportation. That has been as great as, if not greater than, in all other fields. Actually, it has outdistanced our wisdom to use it.

As we enter the new year, these are some of the challenging transportation problems we face:

- WHY is it that transportation can flourish for a century then become the bottle neck of the galloping economy it nurtured?

- WHY is our transportation facility—valued up to \$500 billion—struggling against threats of bankruptcy and socialization?

- WHY is it that transportation has not been elevated to the professional level?

- WHY is the automobile considered to be the monarch of the highways?

- WHY is the motor truck made the "whipping boy" for the problems of highways and streets?

- WHY are the railroads and motor trucks constantly locked in conflict as competitors for traffic?

- WHY are the railroads, waterways, and airways subject to regulation through separate and unconnected federal agencies?

While transportation technology has advanced and our economy has grown, transportation conditions have grown worse. These questions still await answers

- WHY are people forsaking the more economical public mass transport in favor of the more expensive individual transport?

- WHY are the railroads still encumbered by such backbreaking land-holding and taxes?

- WHY must privately owned transport facilities pay heavily to operate as a service to the public while others, owned and operated by local governments at tremendous costs to the taxpayers, are exempt from taxation?

- WHY is it taken for granted that any new and more servicable form of transport shall not be welcomed in the public interest, if it appears to be a threat that might alienate traffic from other forms of transport?

- WHY is traffic congestion allowed to throttle the transport economy of all operating levels?

These are but some of the many questions that need to be understood and answered. Until they are, no solution will be found for our transportation problems.

Segmental palliatives have not worked. Commissions at all levels have not succeeded.

The best that engineering and science has had to offer has been effective only in developing improved facilities. They have not be-

gun to solve the transportation problems which have been growing more numerous and frustrating.

The current situation is an indictment of our superficial acceptance of traditional concepts and practices; treating symptoms rather than basic ailments. Complete freedom of approach is needed without the inhibiting influence of worn out methods for handling modern problems.

Controversies at the implementing level are inevitable. They always call for some kind of sacrifice or curtailment on the part of some groups, while benefiting others. Changes which are not based on principle result in chaos; when based on principle they make for progress.

Therefore, a coordinated total concept, based on principle, must be presented to all interests. Such a presentation should show all the advantages to each and every segment, both in relation to one another and to the entire project.

The answers to these problems and many others have not been found in more than 50 years.

This, then, is transportation's challenge. Are our legislators, operators, practitioners, educators, engineers, and shippers ready and willing to face it in 1959? ●

Where Do You Stand on

By David M. Daly
Director of Traffic
Bristol-Myers Co.

IN THE EARLY spring of 1959 the Interstate Commerce Commission will announce its findings and decision in *The Eastern Central Motor Carriers Association Inc., Complainant v. The Baltimore and Ohio Railroad Co., et al, Defendants, and related cases.*

This decision may well prove one of the most far-reaching in the long history of the regulatory body, and certainly the most important transportation decision of the last quarter century.

The complaint case and its companion actions contain various and very interesting ramifications. However, stripped to basic essentials the Commission is being called upon to decide whether the American railroads may, in order to survive as currently constituted, publish remunerative freight rates regardless of their competitors' rates.

Piggy-Back Rates

Of primary interest to shippers is the "All Freight" or "Plan III Piggy-Back" aspect of the related cases. There is nothing mysterious or sinister about the "All Freight" or "Plan III" rates or the results the railroads expect to accomplish.

Very briefly, the rates were published in an effort to stem the steady erosion of railroad volume, and in the hope of recapturing very badly needed revenue tonnage. The "All Freight" or "Plan III" rates currently in effect between the New York-New Jersey metropolitan area, on the one hand, and Chicago and St. Louis, on the other, are aptly illustrative.

Cars Provided

They are constructed on mileage over the distance from origin railroad yard to destination railroad yard. The railroads provide flat cars at fixed charges based on said mileage. Cars carry a maximum weight limit of 70,000 lb with the restriction that no commodity or item in the lading shall exceed 60 per cent of the total lading. In this regard it should be carefully noted that an unrestricted number of commodities may be moved so long as the

Here Are the Piggy-Back Plans

While the problem facing the ICC at the present is one of rates, the problem facing the reader may be one of plans. The "plan" designations for various types of piggy-back service have become obscured by the addition of new services.

PLAN I, which provides service for motor common carrier trailers, is clearly defined.

PLAN II, the operation which involves railroad owned and operated trailers, also is generally understood. Both of these plans use railroad company flatcars.

PLAN III, as Mr. Daly has applied the term, is the movement of private shippers' trailers on railroad company flatcars. Some users have extended this term to include all movement of private shippers' trailers.

PLAN IV is the term applied by others to the latter service—shippers' trailers on shippers' cars. However, other groups have used this plan designation to denote shipper-leased truck bodies and flatcars used for a service in which the railroad supplies only tracks, motive power, and switching service and may act as the lessor of the equipment.

60 per cent restriction is respected. Shortly after the inception of the rates there were indications that, through pressure, the items would be amended to provide for a minimum of five commodities, no one of which might exceed 33 1/3 per cent of the entire lading. Shippers and shipper groups were able to persuade the railroads that such amendment would reduce greatly the potential.

Shipper Does Loading

In utilizing the arrangements the shipper furnishes the trailer vans and supplies the power to move these vans from the loading dock to the railroad ramp at the origin yard, and from the railroad ramp to the unloading dock at the destination. The shipper, in addition, loads at origin and unloads at destination. The practical effect on a movement of

Plan III?

70,000 lb between South Kearny, N. J., and St. Louis, Mo., is similar to this:

Charge for flat car	\$519.00
(1) Trailer van lease	60.00
(2) Drayage—origin and destination	140.00
(3) Loading and unloading	70.00
<hr/>	
Total cost on 70,000 lb	\$789.00
Cost per cwt.	\$ 1.13

The actual saving to any shipper may readily be computed by comparing the present carload or truckload rate with the total charges shown above. Further, the savings shown are representative in percentages between points where the rates are now in effect, and also between those now under suspension. In the latter category are "Plan III" arrangements between eastern points and Detroit, Cleveland, Cincinnati, Indianapolis and Louisville.

We have the distinct impression that many traffic men, looking over the items in question, were stopped from further investigation by the 70,000-lb maximum weight and 60 per cent lading restriction. As a result, their reaction was a fast "Who has 70,000 lb to throw around? These are for the big boys." They are for the big boys. But they are also for the small and medium sized boys! Admittedly, the shipper with a regular movement of 70,000 lb is in a very enviable position. This is doubly so for the occasional shipper who has a two-way movement between any of the affected cities. However, any two or three or more shippers may, in private consolidation, operate under the arrangements in question. This should take care of the "medium sized boys."

"Small Boys"

Further, continuance of the currently operative arrangements and reinstatement of the suspended arrangements will unquestionably benefit the "small boys." The latter result cannot fail to come about through a resultant real revitalization and growth of shippers cooperatives.

It is practically axiomatic in our business that very few benefits accrue to the large shipper which do not, in direct ratio, also accrue to the small shipper. The carload and truckload transportation

- (1) Based on two vans for four days each at \$7.50 per day each.
 (2) Based on \$10 cwt. drayage each end.
 (3) Based on \$.05 cwt. for loading and unloading.

EDITOR'S NOTE: Mr. Daly, while speaking as director of traffic for a large manufacturing company, also is speaking as chairman of a special committee on Plan III set up by the Drug and Toilet Preparation Traffic Conference. This organization is one of several shipper groups which have asked leave to intervene in support of the railroads' position on Plan III before the ICC. Final hearing and cross-examination of witnesses before the ICC are scheduled for March 16.

Will Plan III piggy-back destroy the rail rate structure? Do proposed rates constitute destructive competition? Will they cure rail ills? This writer rates ICC approval of Plan III as an important step in preventing nationalization

costs of most representative companies, be they large, medium or small, are practically always far below their less-carload and less-truckload costs. If the railroads are permitted to proceed with their "Plan III" arrangements, the real saving will be in the less-carload and less-truckload categories, and the small shipper cannot fail to realize very appreciable benefits.

Further, many companies who have hesitated to open distribution warehouses because of the additional cost involved, and are thus suffering a competitive disadvantage, may find the savings resulting from the "Plan III" rates sufficient to offset the burdensome portion of the warehouse charges. Viewed in the most practical sense, a saving of 25 to 30 cents per cwt will pay half or more of the usual warehouse charges in many cities. The percentage of offset will, of course, be determined by the number of warehouse services demanded. But even in Chicago and St. Louis 30 cents per cwt will pay more than half the charges for elementary warehousing—receiving, storage, selection, marking, and shipping.

Warehouse Group

The various warehouse associations might take a more active interest in this particular action and afford the railroads their support. Actually, anything that increases the spread between the carload or truckload and less-carload and less-truckload rates provides them with a strong selling point.

The entire action carries certain ironic features. To begin with the railroads, after 13 years of piling rate increase on top of rate increase, are now attempting to reduce their charges. The ironic twist is that though they have some shippers' support, many of the individual shippers and shipper groups, long opposed to increases, are not supporting this genuine attempt at reduction.

Another interesting aspect which shippers may view with skepticism is the allegation that these rates will destroy the rail rate structure. Persons putting forth this claim have done more to bring about the downfall of the structure than any other competitive group. Their statement is slightly reminiscent of those emanating from Moscow after

(Please Turn to Page 56)

Formula to Check for a

TRANSPORTATION costs have risen by more than 140 per cent since 1946. This increase has had a significant effect on location of plant facilities, number of plants, selection of warehouse sites and the number of warehouses.

By altering the relative locations of production and distribution facilities a firm may minimize the effect of such increases.

Here is a method of analysis which will show how these costs may be minimized. It relates only to transportation costs and does not include consideration of other factors, such as labor and taxes. These factors may have either a quantitative or qualitative effect on a location decision.

Method of Analysis

Here are seven steps for carrying out the analysis:

1. A map which includes the sales and purchasing territories of the firm selected. The chart on page 33 serves as a map for the basic problem.

2. A grid system is superimposed upon this map so that tons of each shipment may be entered in the appropriate square. The size of the squares must be selected with care. Too many squares unduly complicate the analysis; too few cause a loss of analytical detail. If possible, selection of size should be coordinated with sales and purchasing data collection.

3. Code each block by some numerical system to enhance collection of data by automatic means.

4. Lay out appropriate mileage scales which will be adequate for both horizontal and vertical axes.

5. Enter tonnages outbound (sales) and inbound (purchases) for each block.

6. Enter the average transportation cost per ton mile of indi-

vidual commodities by inbound and outbound shipments. This will be a combination of class, exception, and commodity rates, which will reflect the transport bargaining power of the firm. These costs are not equal to the applicable rate, but include all costs on the freight bill.

7. Express transport costs per ton mile in each block by commodities as a ratio with the highest cost per ton mile having the base value of 1.00.

All necessary data now may be tabulated and collected for analysis. A schematic presentation of arbitrarily selected data is presented at the top of page 33. To simplify the analysis, only one inbound and one outbound commodity is chosen.

T = Tons Outbound

t = Tons Inbound

R = Transport Cost Outbound

r = Transport Cost Inbound

D = Distance in Miles Outbound

d = Distance in Miles Inbound

In this formula for the vertical axis (Av), numbers appearing below the line are subscripts designating areas on the map. Here is the formula:

$$Av = \frac{[(DT_1 + DT_2) R_1 + dt_1 r_2 + (DT_2 + DT_4) R_1 + dt_2 r_2]}{[(T_1 + T_2) R_1 + t_1 r_1 + (T_2 + T_4) R_1 + t_2 r_2]} \\ = \frac{(100 \times 1000 + 100 \times 1000) 1 + 100(1000) .5 + (900 \times 1000 + 900 \times 1000) .1 + 900(1000) .5}{(1000 + 1000) 1 + (1000) .5 + (1000 + 1000) 1 + 1000 \times .5} \\ \frac{200,000 + 50,000 + 1,800,000 + 450,000}{2000 + 500 + 2000 + 500} \\ \frac{2,500,000}{5000} = 500 \text{ miles}$$

Av = 500 miles

For the horizontal axis (Ah):

$$Ah = \frac{[(DT_2 + DT_4) R_1 + (dt_1 + dt_2) r_2 + (DT_1 + DT_2) R_1]}{[(T_2 + T_4) R_1 + (t_1 + t_2) r_2 + (T_1 + T_2) R_1]} \\ = \frac{100(1000 + 1000) 1 + 500(1000 + 1000) .5 + 900(1000 + 1000) 1}{(1000 + 1000) 1 + (1000 + 1000) .5 + (1000 + 1000) 1} \\ \frac{200,000 + 500,000 + 1,800,000}{2000 + 1000 + 2000} \\ \frac{2,500,000}{5000} = 500 \text{ miles}$$

Ah = 500 miles

By Edward W. Smykay

*Assistant Professor of
Business Administration
Michigan State University*

This simple formula will help you weigh transportation costs as a factor in the selection of warehouse and plant sites. Dollar-and-cent comparisons of proposed sites can be made quickly.

Plant Site

Grid system on map covers sales and purchasing territories with inbound, outbound weights and carrier rates

The lowest sum of the products of distance, weight, and rate for all movements—taking account of inbound and outbound shipments and differential rates—will be at the point $x = 500$ $y = 500$.

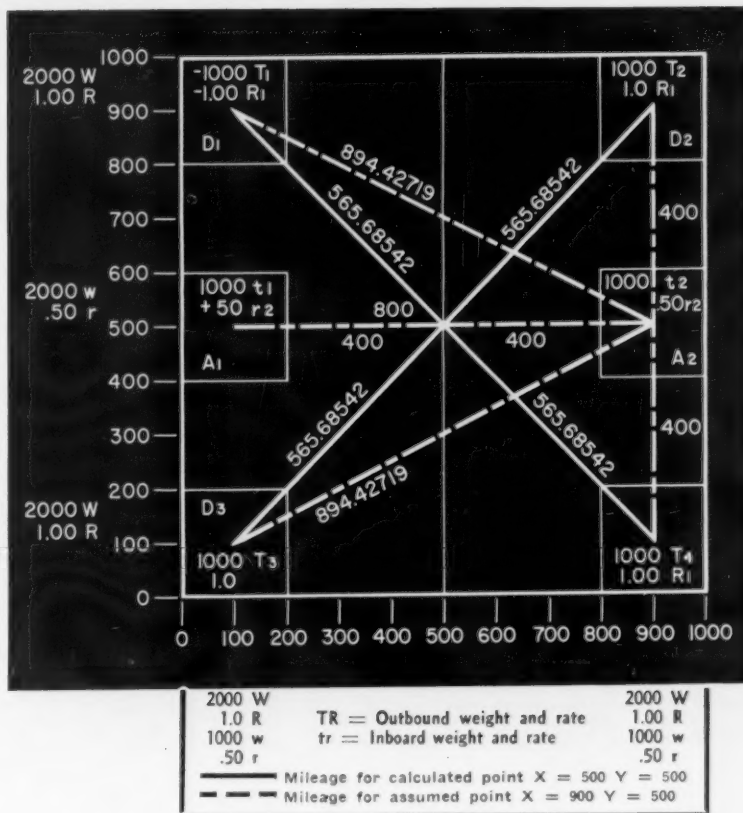
Calculation of Costs

Since the system above has been constructed symmetrically, it suggests that the mid-point of the system will yield the lowest total transport costs. However, even if the system were non-symmetrical, the same method of analysis would yield lowest transport cost.

Calculation of the actual costs are found by multiplying the tons of haul in each block by the applicable rate and the distance of that block from the least cost point. In this case, it is assumed that the rate relationships employed in the analysis are equal to the actual rates. This means that the transport costs per ton on outbound are \$1.00 per ton mile and the costs inbound are 50¢ per ton mile.

Distances from the calculated point for T_1 , T_2 , T_3 , T_4 may be found by the Pythagorean Theorem and are found to be 565.68542 miles. Distances for t_1 and t_2 may be found by reading directly from the horizontal scale. These are found to be 400 miles (500-100 and 900-500). The calculation of total transport cost yields:

$T_1 = 1000 \times \$1.00 \times 565.68542 =$	\$565,685.42
$T_2 = 1000 \times \$1.00 \times 565.68542 =$	565,685.42
$T_3 = 1000 \times \$1.00 \times 565.68542 =$	565,685.42
$T_4 = 1000 \times \$1.00 \times 565.68542 =$	565,685.42
$t_1 = 1000 \times .50 \times 400 =$	200,000.00
$t_2 = 1000 \times .50 \times 400 =$	200,000.00
	<hr/> \$2,662,741.68



For purposes of comparison, the coordinates (900, 500) are chosen as a location instead of (500, 500). Then calculation of total costs yields:

$T_1 = 1000 \times \$1.00 \times 894.42719 =$	\$894,427.19
$T_2 = 1000 \times \$1.00 \times 400.00000 =$	400,000.00
$T_3 = 1000 \times \$1.00 \times 894.42719 =$	894,427.19
$T_4 = 1000 \times \$1.00 \times 400.00000 =$	400,000.00
$t_1 = 1000 \times .50 \times 800.00000 =$	400,000.00
$t_2 = 1000 \times .50 \times 0.00000 =$	0.00
Total for (900, 500)	\$2,988,854.38
Total for (500, 500)	2,662,741.68
Savings	\$ 326,112.70

Selection of any point other than (500, 500) always will yield a differential in favor of (500, 500). The reader may wish to select any point and calculate transport costs for comparison purposes.

Qualitative Factors

Once the point of least cost physical distribution is found, qualitative factors in transportation must be taken into account in the determination of the final location choice. Rate structures in

the general area of the computed location must be investigated to determine if shifts from this computed point may be justified. Negotiations with carriers may be entered into with the view of having favorable rates published if none exist. Tonnages and movements are important data in presenting and successfully processing these petitions. The number of carriers of each type serving the calculated point must be determined since shifts from the computed location may be justified on the grounds of service availability.

Competitive Factors

Analysis of the location of other plants in the same or competing industries may be made to determine if slight shifts from the computed center will yield transport cost differentials that will result in competitive transport advantages. Shifting from one point to another nearby point may put the finally selected location in another (Please Turn Page)

Formula to Check . . .

(Continued from Preceding Page)

rate group for the purpose of rate basis determination.

Occasionally, small shifts of this sort may yield differential transport advantages that will create the possibility of entering particularly attractive market territories. By this method, management may find it possible to share in markets that otherwise would be too far and expensive to reach relative to the location and transport charges of competing points of supply.

Up to this point, search for only one single plant location was assumed. It is possible to consider two or more locations in the basic framework of analysis for finding one location. In the case of deciding whether to build another plant or not, it first must be determined that a significant segregated market exists; such that total market demand is sufficient to support the minimum scale plant in the industry.

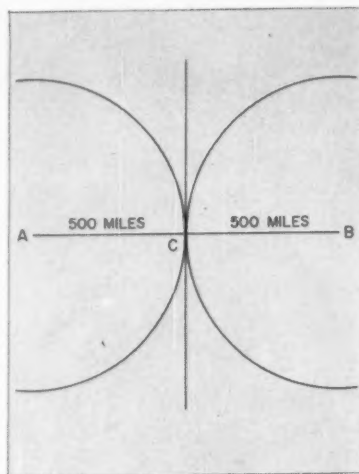
The market potential may be determined on the basis of engineering and economic studies. Combining the demand and cost data will yield the anticipated unit cost of the proposed new facility. Once the factors of demand, minimum scale of plant and unit costs are determined, it is possible, with some minor modifications, to use the same analytical techniques for single plant application to solve the two plant problem. The data necessary are as follows:

1. Unit cost of production at proposed location. Add the distribution costs of serving the market area defined for the new plant.

2. Unit cost of production at existing facility and distribution cost of serving the market area for which the new plant is proposed from the existing plant.

3. The market area for the new plant may be calculated by the break-even method.

Once the production cost of both the original plant and the proposed plant are known, and the distribution cost is expressed as a function of distance and weight for each, the market areas for



Service Areas of Two Plant Locations
TCA = TCB at point C

each may be determined readily. A standard weight is moved from each of the locations in the direction of the other.

At the point where cost of production and cost of distribution are exactly equal, the most economical division of the market for each of the facilities is achieved. A problem with assumed costs of production and distribution may illustrate this point more clearly.

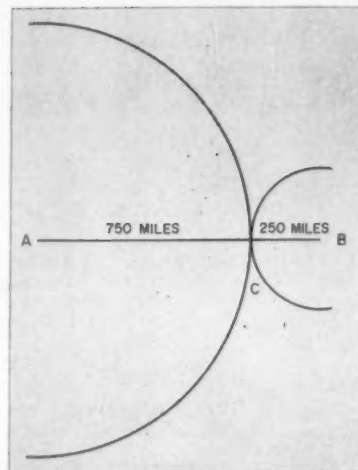
A = New Plant
B = Old Plant
Pa = Unit Cost of Production for A
Ra = Unit Cost of Distribution for A
(Cost per ton mile)
Pb = Unit Cost of Production for B
Rb = Unit Cost of Distribution for B
(Cost per ton mile)
D = Distance Between Plants
X = Miles from A for Break-Even Point

Let Pa equal 1.00, Ra equal 1.00, Pb equal 1.00, Rb equal 1.00, D equal 1000, and X equal the unknown distance. Then:

$$\begin{aligned} Pa + Ra(X) &= Pb + Rb(D - X) \\ 1.00 + 1.00(X) &= 1.00 + 1.00(1000 - X) \\ 1 + 1(X) &= 1 + 1000 - X \\ 2X &= 1000 \\ X &= 500 \text{ Miles from A} \\ 1000 - X &= 500 \text{ Miles from B} \end{aligned}$$

	A	B
Unit Cost of Production	\$1000	\$1000
Miles	500	500
Unit Transportation Cost to		
Calculate Break-Even Point	\$500	\$500
Total Cost at Break-Even Point	\$1500	\$1500

The break-even point for the



Service Areas for Plant, Warehouse
Total Cost AC = Total Cost BC

Direct + C at 1st rate from A = \$750
Cl to B from A = \$500.
1st to C from B = 250.
\$750.

two-plant solution in this case is at a point 500 miles from A, the new plant location. Starting from this point and constructing a perpendicular bisector from the line connecting A and B (see drawing on page 34) will show the market areas that may be served most economically from each of the locations. This ideal structure may be altered somewhat depending on the actual freight rates in existence in the two territories. It may result that, since freight rates are not a direct function of distance (given the transport characteristics of the commodity in question), the two territories may in fact take some irregular shape.

However, the above analysis may be used as a first approximation of the sales territories of each of the plants. In the case of three or more plants, the same mathematical approach, with some modifications, will be useful in initially determining the sales territories of each of the plants.

In the case of multi-product firms with highly specialized units, it sometimes occurs that what appears to be a multi-plant location problem is really a single plant problem. This is true whenever

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New Way to a Better Memory

ONE OF THE BIG things all men in industry would like to possess is a better business memory for details, faces, and information.

It has been found, in discussing the problem with psychologists, doctors, and a good many executives, that building a better business memory is not a complicated proposition.

A good memory is something more than simply the ability to recall things. Some individuals are experts at recalling golf scores (the good ones), wives' birthdays, baseball batting averages, and other similar data—yet have difficulty exercising a business memory.

Full Brain Power

Here, from a study of recommended systems, is the advice of experts with experience in developing recollection ability for businessmen.

Use more of your brain power. The average person uses only 25 per cent of his brain power. Some expect memory to be automatic. It is not. It must be developed, exercised, and striven for. Trying harder to remember, using that dormant brain power seldom tapped, is one of the first important steps to a well-formed memory.

There is no separate compartment in the brain which handles the memory function. It is an overall feature which must be developed by putting to use the 75 per cent of the brain we seldom use.

Another recommended step is to learn to separate worthwhile business things from worthless. A good way to clutter the process is to overtax the natural capacity for remembering by trying to

The rapid-fire ability to recall events can become second nature to you once you replace confusion with concentration

By Ernest W. Fair

store everything connected with a business. Straining to remember worthless things makes a profitable memory difficult.

Think carefully about things which you wish to remember. Impress the point's importance on your mind. This requires real concentration at the time, with possibly a supplemental bit of concentration one or two times later in the day.

Attitude is of vital importance in the art of remembering. The way one looks at the various experiences connected with business can have much to do with a person's ability to remember certain aspects of business experiences. If the attitude toward them is negative, remembering will become difficult. It is easier to remember things which are pleasant, the business experiences we enjoy.

Imagination helps business memory, also. That is one reason one can remember things about sports, romance, hobbies, etc., much easier than business experiences. Pleasant happenings are enjoyed immensely, lived over again and again through the processes of active imagination.

The same thing can occur with business facts and experiences. Think about them pleasantly afterward, reinterpret what happened, imagine different ap-

proaches to the problem than those taken. Envision business experiences, people, facts over and over again right after they have occurred. Thinking them over completely and in detail will implant them deep into your memory. This is probably the one biggest aid to a better memory used by businessmen today.

Trick systems, businessmen report, do work some times. Some men have met success with such systems and some have not. One consideration before adopting such a trick is to check with someone who has done the same thing, six months after, and learn what results the move produced.

It is a good idea also to alternate dissimilar subjects. A long procession of similar material is difficult for even the sharpest business mind to remember.

False Memory

Often executives find that their overall memory function works better when they leave details such as dates to memos and filing systems. An effort to keep such details in the mind may often lead to false memory — which can be worse than none at all. False memory stems from the use of tickler files which contain house data and figures which trigger into action the broad details of a business matter. ●

The Wage and Hour Law in Transport and Warehousing

Knowledge of the Fair Labor Standards Act—its provisions, its requirements, and its exemptions—is necessary for the successful management of any firm selling distribution service

THE FAIR LABOR Standards Act, which has come to be known as the Federal Wage and Hour Law, has four main requirements. These are:

1. A minimum wage of \$1 per hour.
2. Time and one-half for all hours worked in excess of 40 hours a week.
3. Restrictions on employment of child labor.
4. Record keeping requirements.

These provisions apply to all employees engaged in interstate commerce or in the production of goods for interstate commerce, unless specifically exempt by some part of the law.

A company engaged in purely local transportation or moving does not have to observe these requirements.

A firm is in interstate commerce if it transports goods across state lines. It is in interstate commerce if it crates, packs, loads or stores goods which it knows or has reason to believe will be sent outside the state. It also is covered if it picks up goods from a terminal upon their arrival from outside the state. And it is covered if it unloads, uncrates and distributes goods received directly from outside the state.

Coverage is not limited to workers who actually transport or handle these goods. The law also applies to employees who keep

By Henry A. Huettner
*Deputy Regional Director
U. S. Department of Labor
Wage and Hour and Public Contracts
Div., Dallas, Texas*

records on the interstate transactions, the office, sales and clerical help, and the custodial and maintenance workers.

Where a man spends some time in covered work and the rest in purely local jobs, the rule is simple. If an employee does any interstate commerce work in the workweek, he is covered by the law for the entire week.

The Exemptions

As mentioned above, even though a firm is in interstate commerce, it may not have to comply with the law's requirements. Some exemptions are from both the wage and hour provisions; others are overtime pay exemptions only. Three exemptions of special interest to the transportation and warehousing business are known as the motor carrier exemption, the white collar exemption, and the retail and service establishment exemption.

Courts consistently have held that exemptions must be narrowly

construed. Before using an exemption, make certain it is available.

The motor carrier exemption is an overtime pay exemption, only. The exempt employee must be paid at least the minimum wage of \$1 an hour. However, he need not be paid premium pay for hours over 40.

This exemption applies to drivers, drivers' helpers, loaders and mechanics. However, it cannot be taken automatically for any of these workers. To be exempt, the employee's work must directly affect the **safety of operation** of his employer's motor vehicle in interstate commerce on public highways.

Notice the term "his employer's motor vehicle." The exemption can't apply if the employee's work has to do only with vehicles not operated by his employer.

A brief look at each of the four kinds of workers and the circumstances in which their duties can affect the safety of operation of the motor vehicle may help clarify the motor carrier exemption.

Obviously, a **driver** affects safety of operation. So does a driver's helper. But care is needed at this point. Not all workers who ride on a rig are necessarily helpers.

A **driver's helper**, within the meaning of the exemption, is an

EDITOR'S NOTE: Mr. Huettner's remarks are excerpted from a recent address before the Southeastern Warehousemen's Association in Annual Convention, at New Orleans, La.

Walsh-Healey Public Contracts Act

The Walsh-Healey Public Contracts Act does not apply to government contracts exclusively for hauling. Nor does it apply to the usual government contract for the crating, moving, and storage of household goods, since these are contracts for services which merely require the use of material and supplies in the performance of services. Of course if the contract is primarily for material or supplies, the Act does apply.

The Eight-Hour Law applies generally to government contractors for packing and crating, and covers incidental local drayage. A contract for hauling only does not come under this Law.

The Eight-Hour Law requires payment of time and one-half to laborers and mechanics working under government contracts, for all work performed over eight hours a day. Overtime provisions of the Walsh-Healey Act require time and one-half for hours over eight a day or 40 a week, whichever is the greatest number of overtime hours.

Where employees are covered by laws with different standards, the highest prevail.

employee who is required to ride on a motor vehicle in order to assist the driver in ways which affect the safe operation of the truck. He performs such duties as flagging the truck across railroad crossings and intersections. When a breakdown occurs, he places flags and flares, goes for assistance, and helps the driver make minor repairs.

A **mechanic** must do work which prevents the vehicle from becoming a potential hazard to highway safety. He is not exempt merely because he works on spare parts in the garage, or because he is called a mechanic. He must actually do inspection, adjustment, and repair or maintenance work on the vehicles.

A **loader** can be within this exemption only if he actually exercises discretion in placing and distributing freight on his employer's vehicles, so as to affect directly their safe operation in interstate commerce. Unloading is not exempt.

If an employee as a regular part of his job is called upon in the ordinary course of his work to perform safety affecting activities as described, he comes within the exemption in all workweeks when he is employed in that job. This holds true even though in a particular workweek he may not actually engage in any duties directly affecting safety.

The "white-collar" exemption is a minimum wage and overtime pay exemption. It applies to executive and administrative employees, and to outside salesmen.

Requirements are listed in the Divisions' regulations, Part 541. These may be obtained free from your nearest U S D L office. Following are just a few of the basic requirements.

An executive employee's primary duty must be the management of the enterprise, or of a recognized department or subdivision.

An administrative employee must primarily perform office or nonmanual field work of substantial importance to the management or operation of the business.

There is a tolerance for non-exempt work. The executive or administrative employee may spend 20 per cent of his hours worked in the workweek in non-exempt work, and still be exempt.

There also are salary tests for exemption of executive and administrative employees. For the executive exemption, employees must be paid on a salary basis of at least \$55 a week. For the administrative employee, the test is \$75 a week on a salary or fee basis.

The fact an employee may have an important job-title or be paid a good salary does not suffice to

make him exempt. A dispatcher, for instance, usually does not qualify for exemption. This is true even though his recommendations may have particular weight when employees are hired or fired. In most cases, he does not manage a department or subdivision, or meet all the other executive exemption tests. Also, ordinarily he performs too much nonexempt work.

For exemption purposes, an outside salesman must be engaged to sell away from his employer's place of business. Time devoted to nonexempt work by outside salesmen may not exceed 20 per cent of the hours worked in the workweek by nonexempt employees of the employer. There is no salary test for this exemption.

Minimum Wage, Overtime

The final exemption is the minimum wage and overtime pay exemption for retail or service establishments.

Unlike other exemptions, this one does not depend on the kind of work done by the individual employee. The establishment itself must meet the exemption tests. If it does, all workers are exempt.

There are two exemption tests. First, an establishment must make more than 50 per cent of its annual dollar volume of sales within the state in which it is located. Second, the firm must be able to show that at least 75 per cent of its total annual dollar volume of sales are both recognized as retail sales in the particular industry, and are not for resale.

The sale of any service, all of which is performed in the state in which a firm is located, is a sale within the state. For example, the sale of packing and transportation to permanent storage or to the customer's premises within the state where the firm is located, is a sale within the state.

Also "made within the state" is the sale of packing and transportation to temporary storage, or to a railroad depot or pier within the same state — even though the goods eventually leave the state. However, here three conditions must be met. These

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IDP Spurs Efficiency In Central Parts Warehouse



In receiving area, workmen unload huge truck-trailers and arrange parts according to their assigned storage areas



Heavy pallet loads are handled by a fleet of fork-lifts. Crates for parts are constructed in bulk packing section

CENTRALIZATION of its parts distribution program by replacing four regional parts depots with one central parts warehouse has provided Clark Equipment Co. with a smooth-running system for handling replacement orders from every section of the country.

The system provides for the concentration of all replacement parts in the one central parts depot, with a teletype system connecting the depot with about 120 dealers all over the country. Orders are received at the warehouse within minutes from the time they are placed with the dealer.

Quick Shipment

In most cases the parts are on their way to the customer within hours of the time the order is placed. Shipments can be made by any type of carrier—truck, bus

By **Kenneth Rose**
DA Central States Editor

express, parcel post, rail freight or express, air freight, or express, or even by ship or barge.

Data Processing

The key to the distribution system is the 13,000 miles of private leased wire and a highly automated data processing system for handling records and messages at the warehouse. The warehousing operation and the order filling procedure is completely modern also.

An order originating anywhere in the United States, or over the tie-in system with Canada, comes into the Central Parts Division's teletype room. There it is received and acknowledged on an automatic multiple-copy typewriter. A new

card keyed to order number is created at the same time.

The card then goes to the integrated data processing room, where the shipping paper is compiled mechanically from the card. Pick tickets indicating the quantity required of each item and the location of the item in the warehouse also are made up automatically.

Inventory cards are corrected for the amount of material withdrawn from the order on its way through the machines. After shipment, the billing is made up automatically from the same records.

In the physical filling of the order, the pick tickets go to the order pickers' station. From there an order picker with a small mechanical truck takes the items from the shelves and starts them on a conveyor belt to the wrapping section.

Here wrappers remove the items,

First-rate distribution of all parts resulted from this firm's modern communications system



Outgoing shipments are grouped in specific carrier destination areas to facilitate fast handling. Such grouping helps avoid many mixups

complete the order and pack it for shipment. The order is moved to a zoned section of the shipping floor where the shipments are collected by carrier. Most orders are filled the same day they are received.

The automated system of records keeps the inventory cards up-to-date on a daily basis, since each inventory card must go through the tabulating machines daily.

When the number of parts on the card falls to a predetermined level, the purchasing department reorders. This is done by pulling the vendor's tape and the part tape from the stored master tapes. These are sent through the teletype machine.

The two master tapes create a purchase order for the vendor; a receiving department tape, which goes to the receiving department to await arrival of the goods; and a punch tape, which goes to the

Right: Small parts move to packers on a 468-ft conveyor between parts bins



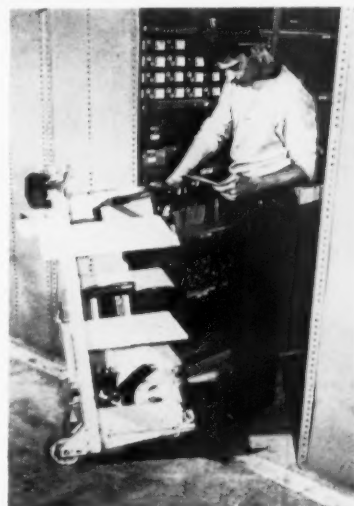
data processing room for recording. When the goods are received, the packing list is checked against the tape and receiving reports are made.

A move ticket is made for the receiving department to transfer the goods to the warehouse after the checking is completed. A punch tape is cut to transfer the information to purchasing department cards, inventory cards, and finally to the accounting department for invoice payment.

Availability

One of the fundamental problems in parts depots is that of keeping availability high without making obsolescence costs unrea-
(Please Turn to Page 90)

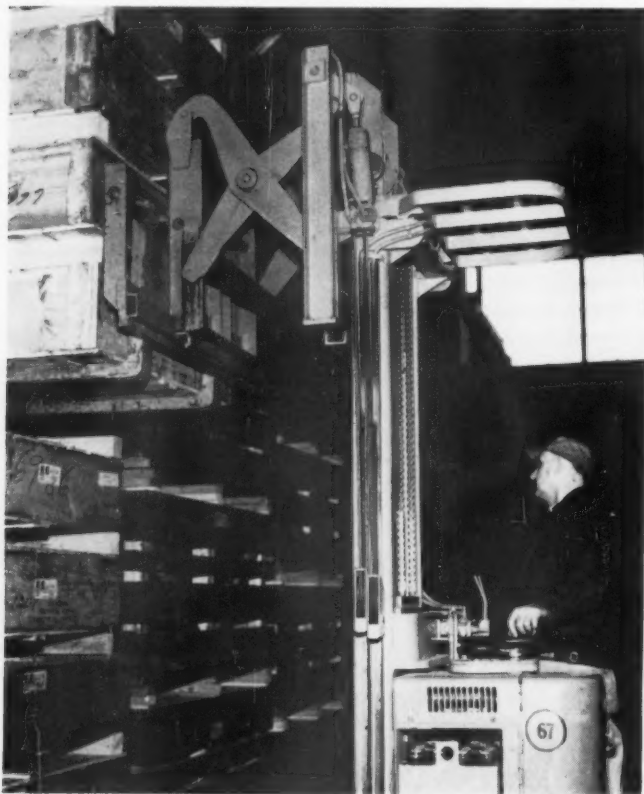
Parts picker rolls out hand cart, gets parts from bins, works from cards





Washington Steel Products handles products under four divisions: cabinet hardware, architectural, rolling door, and kitchen goods

Boxed and crated finished goods are stacked high to gain full use of air rights. Raymond lift truck stacks and moves shipments



Traffic

By Warren E. Crane
DA Northwest Correspondent

THIS company saves approximately \$30,000 annually in its traffic department, a result of planning and coordination of many operations: claims, the classification of freight, and auditing of freight bills.

Traffic Dept.

Washington Steel Products, Inc., of Tacoma, Wash., has an efficient traffic department which distributes the company's 350 different products. Three hundred persons are employed throughout the company. The firm does an annual volume of several million dollars and ships its goods to many sections of the globe.

All Washington Steel product cartons are designed under the supervision of a committee consisting of representatives of the engineering, traffic, and advertising departments. Their men set the standards which are followed in the routines of the organization.

The company's line is made up of items under four divisions: cabinet hardware, architectural products, rolling door hardware, and kitchen articles. Goods leave the packaging department on fork-lift trucks. Packaged products are placed on pallets which are maintained in punch card sequence in the warehouse. In many cases a pallet rack is used which makes it possible for one to remove articles from pallets without disturbing pallets of goods above them.

Punch Card System

The punch card system was instituted to expedite shipments and make order selection easier. The possibility of error has been lessened. An inventory of finished goods is taken four times a year.

Coordination

Saves \$30,000 a Year

Coordination between the traffic department and other key sections produces savings of up to \$30,000 a year for this metal fabricator

The punch card system saves the company about 10 per cent in expenses annually. All invoices are turned over to the traffic department where they are processed by a shipping clerk before the order is picked.

Orders are segregated by the celerity with which they must be shipped. They are placed on the shipping dock. If a shipment is scheduled for foreign delivery, all necessary documents are handled by personnel in the traffic department while the goods are taped specially and packaged for export. When shipments are scheduled to countries about which requirements, customs, and routines are not known, the firm uses the services of a broker. He han-

dles the complete documentation.

A record and complete breakdown of all freight coming and going is kept by the traffic department. The punch card department produces a report which includes freight bill number, name of account and location, date shipped, weight of product, number of cartons, freight cost per shipment, and check number of the paid freight bill for the traffic department. As a result of this detailed system, individual entries and grand totals of shipments are known and available at all times. The traffic manager can trace bills and be assured that no freight bill is paid twice. Approximately \$7000 in bill corrections are saved yearly.

The punch card accounting sys-

tem produces further savings in reduced freight claims, and results in correct routing and elimination of tracing. The firm tries to increase shipments to the point where it does not have to pay maximum rates for minimum shipments. By shipping to the East through the Panama Canal, the firm has realized \$9000 in savings.

Scheduling

Washington Steel Products plates license plates for out-of-city firms. The plates are shipped from Seattle for plating on a schedule which makes their arrival time in Tacoma 2 p. m. This diversification is arranged so that payroll fluctuations can be kept

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On either side of aisle shown, palletized boxes have been placed awaiting shipment to many parts of world



Orders move from the control room to the shop foreman's desk and then are placed into special compartments of a magazine-type rack



ABC-Less Key to A Reference File that Works

By sectionalizing your reference file you will have
material readily available whenever it is required

By D. O. Haynes, *DA Materials Handling Consultant*

AT ONE TIME or another most of us have struggled with the problem of setting up a file for catalogs, bulletins, and clippings.

Of necessity, I have had to develop such a file. Now, after several false starts, I have finally hit upon one that really works. You too may find this system helpful.

The essential of a practical filing system is simplicity. Any working tool as personal as a reference file must be built to meet the individual user's needs. The setup described here has been designed to cover all phases of materials handling on a broad basis, but it lends itself to wider applications. For instance, if one is interested in warehousing, such topics as "legal

decisions," "local regulations," "product protection in transit," and "freight tariffs" should have individual treatment.

Pitfalls to Be Avoided

Before taking up how the file is developed, let's take a look at some plans that have proved impractical.

First, a single alphabetical file is unworkable. A trained librarian or an indexer of technical books is fully qualified to set up a consistent style or indexing. However, the amateur gets bogged down and has to resort to a cross-reference file. The solution to this is sectionalizing the subject matter into logical groups.

Second is the question of

whether or not to file entire issues of business and technical magazines. Stripping the publications of advertisements and articles one wants to save permits them to be filed from an individual point of view. Be sure to watch for "continued" lines in order not to overlook material in the back portion of the publication. All pages of a given article should be stapled together with the title page on top. Occasionally a problem is presented when two articles are printed on two sides of a page. One can be filed in its proper place. A slip or 3 x 5 card filed where the other story normally would be found will guide you to the story's location.

Publications which have hard

EQUIPMENT CATALOG SECTION

Transporting Equipment
Dollies and Wheelbarrows
Hand Trucks—Non-elevating
Hand Trucks—Elevating
Powered Trucks—Non-elevating
Powered Trucks—Low Lift
Powered Trucks—High-lift—
Non-counterbalanced
Powered Trucks—High-lift—
Counterbalanced
Powered Trucks—Straddle and
Side-loading
Tractor-Trailer Trucks
Over-the-Road Trucks and Trailers
Industrial (Narrow-Gage) Railroad
Equipment
Standard-Gage Railroad Equipment
Piggy-Back, Fishy-Back Equipment
Hoisting and Elevating Equipment
Hoisting Tackle—Sheaves and
Pulleys
Winches
Hoists
Derricks
Cranes—Jib and Shop
Stackers
Lifts—Floor and Work Levelers
Lifter—Personnel
Freight Elevators

Conveyors

Gravity Chutes
Gravity Wheel and Roller
Powered Fabric Belts
Powered Metal Belts
Powered Flat-top Plate
Powered Chain and Cable
Powered Overhead and In-floor
Trolley
Powered Vertical Rigid Arm
and Suspended Carriage
Powered Miscellaneous Types
Pneumatic Tube Systems
Monorails—Overhead Cranes
Monorails—Meat, Garment
Monorails—Conventional
Cranes—Overhead Travelling
Cranes—Gantry, Revolving
Cranes—Mobile—Yard
Bulk-Handling Equipment
Conveyors—Belt, Pan
Bucket Conveyors
Flight and Drag Conveyors
Air Conveyors
Oscillating and Vibrating Conveyors
Feeders and Portable Units
Aerial Tram- and Cableways
Tractors, Scoops and Shovels
Power Cranes and Shovels
Specialized Machines—Road Making

Subject Index for a Materials

COMPONENTS, ACCESSORIES AND ATTACHMENTS CATALOGS SECTION

Transporting Equipment Components
Running Gear (Wheels, Casters,
Tires)
Electric Truck Drives
Storage Batteries
Chargers
Internal Combustion Engines
Fuels and Lubricants
Transmission Parts, Brakes
Fork Truck Accessories and
Attachments
Lifting Tail Gates
Hoisting and Elevating Equipment
Components
Cordage—Rope, Wire Cable
Hoist Below-the-Hook Devices
Elevator Doors, Sills
Conveyor Components
Belts—Fabric
Belts—Metal
Drive Elements—Motors, Chains,
Speed Controls—Electric and
Mechanical
Counting, Weighing Devices
Monorail and Overhead
Crane Components
Monorail and Crane Electrification
Systems

covers, or are too large to fit in a filing cabinet, must be taken care of. One can take a tip from the record shops where all filing is done on end.

Filing Equipment

Three components make up the equipment for a reference file—a file cabinet, guide cards, and file folders, all of standard letterhead size. Five years' experience with this size equipment has demonstrated that it accommodates most catalogs, bulletins, and clippings. A few technical publications are odd-sized; a single fold brings them into line.

The metal cabinet should have four drawers with roller suspension—this material is very heavy. Guide cards should be made of fiberboard stock with metal index plates. These guides provide needed rigidity to hold the filed material in place.

It has been found helpful to write the subject across the front fold of the folder as well as on the projecting edge of the back. The subject on the front facilitates locating a folder when one has to feel his way through a full drawer to find a folder.

This filing system has been used successfully by the writer for more than five years. Previous methods bogged down under their own weight. Sectionalizing—breaking the material down into definite groups and subgroups—accounts for the ease with which information can be located.

The reader should not be dis-

couraged by the formidableness of the accompanying "Subject Index for a Materials Handling Reference File." It is given here in detail to illustrate the principle of sectionalizing material to guide the reader in planning his own filing arrangements.

The subject index is divided into four major divisions: 1 Equipment Catalogs; 2 Components, Accessories, and Attachments Catalogs; 3 Miscellaneous Catalogs; and 4 Handling Problems.

Equipment Catalogs should be arranged according to how the user of the file thinks about them. For instance, I associate materials handling machines with the basic functions they perform. I immediately think of bulk-handling when I pick up a catalog on bucket conveyors.

Another matter of individual preference is that of nomenclature. If "walkie" is more significant to the user than "low-lift powered truck," he should use the term "walkie."

Many manufacturers' catalogs cover more than one type of machine. In such cases, the predominating type governs where to file the catalog. If none predominates filing by the more advanced type (powered as compared with gravity) has been found a good practice.

By filing folders by classification, there is no particular need to alphabetize them. When I pull out the folder on "Tractor-Trailer Trucks," I will place it back in the

(Please Turn to Page 93)

Trade, Professional Groups to Aid in Starting a File

- American Management Assn., 330 W. 42nd St., New York 36, N. Y.
- American Materials Handling Soc., 3737 Upton Ave., Toledo 13, Ohio.
- American Soc. of Mechanical Engineers, 29 W. 39th St., New York 18, N. Y.
- American Standards Assn., 70 E. 45th St., New York 17, N. Y.
- American Trucking Assn., Inc., 1424 16th St., N.W., Washington 6, D. C.
- American Warehousemen's Assn., 222 W. Adams St., Chicago 6, Ill.
- American Waterways Operators, Inc., Suite 502, 1025 Connecticut Ave., Washington 6, D. C.
- Associated Cooperage Industries of America, 408 Olive St., St. Louis 2, Mo.
- Assn. of American Railroads, Transportation Bldg., N.W., Washington 6, D. C.
- Assn. of Lift Truck and Portable Elevator Mfrs., Box 66, Medfield, Mass.
- Caster and Floor Truck Mfrs. Assn., 27 E. Monroe St., Chicago 3, Ill.
- Conveyor Equipment Mfrs. Assn., 1 Thomas Circle, Washington 5, D. C.
- Hoist Mfrs. Assn., Inc., 1 Thomas Circle, Washington 5, D. C.
- Industrial Truck Assn., 900 F St., N.W., Washington 4, D. C.
- International Cargo Handling Coordination Assn., 80 Broad St., New York 4, N. Y.
- Material Handling Institute, 1 Gateway Center, Pittsburgh 22, Pa.
- Monorail Mfrs. Assn., 71 W. 35th St., New York 1, N. Y.
- National Fire Protection Assn., 60 Batterymarch St., Boston, Mass.
- National Wooden Pallet Mfrs. Assn., Barr Bldg., Washington 6, D. C.
- Packaging Institute, Inc., 342 Madison Ave., New York 17, N. Y.
- Power Crane and Shovel Assn., 75 West St., New York 6, N. Y.
- Soc. of Packaging and Handling Engineers, Suite 611, 111 W. Jackson Blvd., Chicago 4, Ill.
- Truck-Trailer Mfrs. Assn., 710 Albee Bldg., Washington 5, D. C.
- Underwriters Laboratories, Inc., 207 E. Ohio St., Chicago 11, Ill.

Handling Reference File

- Monorail Carriers
- Overhead Crane Below-the-Hook-Attachments
- Yard Crane Attachments
- Bulk-Handling Equipment Components
- Conveyor Belts—Heavy Duty
- Elevator Belts
- Conveyor Components—Carriers, Drives
- Conveyor Buckets
- Power Crane and Shovel Components
- Power Crane and Shovel Attachments
- Industrial Tractor Attachments
- MISCELLANEOUS CATALOGS
- Containers, Skids and Pallets
- Interior Shipping Containers
- Exterior Shipping Containers
- Skids
- Pallets
- King-Size Containers
- Bulk Materials Shipping Containers
- Storage, Packing and Shipping Equipment and Supplies
- Storage Racks and Bins
- Packing Materials
- Packing and Labeling Machines
- Strapping Equipment and Supplies
- Unit Load Binders
- Compartmentizers—Truck and Rail

- Building Equipment and Supplies
- Aisle Markers, Corner Guards
- Cleaning Equipment—Sweepers
- Floor Maintenance and Repair Supplies
- Fire Protection Equipment
- Safety Equipment
- Dock Covers
- Dock Boards
- Door and Openings—Fire, Automatic
- HANDLING PROBLEM SECTION
- Handling Specific Kinds of Products or Materials
- (The following is not complete, but indicative of the subjects included here.)
- Barrels
- Boxes and Crates
- Bulk Materials
- Cans
- Ceramics
- Dairy Products
- Drums
- Frozen Foods
- Foundry Products
- Fragile Articles
- Fruits and Vegetables
- Hazardous Articles and Materials

- Hot Articles
- Ice
- Long Articles
- Sheets
- Steel Mill Products
- Unit Loads
- Handling in Specific Locations Section
- Abnormal Environments—Hot and Cold
- Airplane and Airports
- Freight Cars
- Freight Elevators
- Loading Platforms
- Piggy-Back and Fishy-Back
- Multistory Plants
- Ships
- Single Story Plants
- Trucks and Trailers
- Warehouses
- Yards
- General Subjects Section
- Automatic Operations
- Communication Systems
- Costs
- Data Processing
- Plant Layout
- Safety Codes and Regulations
- Specifications for Equipment
- Storage
- Strapping

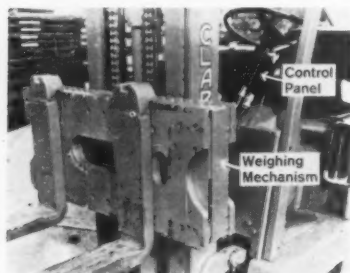


PRODUCTS

... FOR FURTHER INFORMATION

Weighing Attachment

A 5000-lb capacity weighing attachment for fork-lift trucks, accurate to two tenths of 1 per cent of its capacity, is now available on 3000, 4000 and 5000-lb Clarklift models manufactured by Clark Equipment Co. Controls

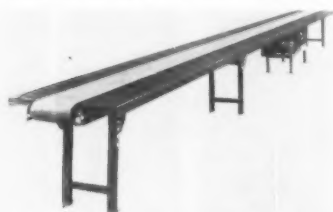


for the device, including weight indicator, are mounted on the lift truck steering column within fingertip reach of the operator. The weighing mechanism is located between the upright and the fork plate. Accuracy of weight measurement is not affected by position of the load, even when carried on one fork.

Circle No. 30 on Card, Facing Page 51

Order Assembly Table

A work bench with a built-in materials flow line is being introduced by the Rapids-Standard Co., Inc. Available in lengths from 5 to 60 ft



with belts from 4 to 24-in. wide, the work bench is ideal for assembly, inspection, checking, sorting, testing, and small order packaging. The table is mounted on adjustable stands.

Circle No. 31 on Card, Facing Page 51

Air Powered Hoist Line

The Yale and Towne Mfg. Co., is entering the industrial handling field with a line of air-powered hoists. The new series provides powered overhead



handling equipment applicable to installations where variable hoisting and lowering speed and close load spotting control is essential. Produced in link chain and roller chain models of 1000 and 2000-lb capacity, it consists of both hook and trolley type hoists.

Circle No. 32 on Card, Facing Page 51

Straddle Truck Carrier

A new 30,000-lb capacity straddle carrier has been released by Hyster Co. The carrier incorporates design changes which permit more general use of this type of carrier for horizontal transportation of bulky loads.

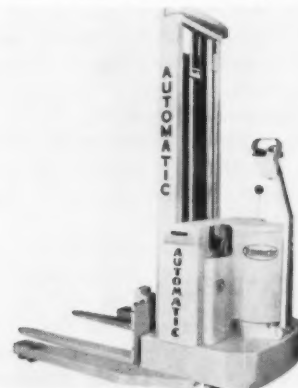


A four-speed, full reversing transmission offers a wide range of speeds for varying travel conditions. In high gear, the truck travels at highway speeds easily. In low gear it can climb an 18-per cent grade fully loaded.

Circle No. 33 on Card, Facing Page 51

Narrow Aisle Stacker

Warehousemen and manufacturers with limited storage area can incorporate narrow aisles by using a new straddle-type stacker offered by Automatic Transportation Co. The stacker has 4000-lb capacity and permits loads to be carried between outrigger arms.

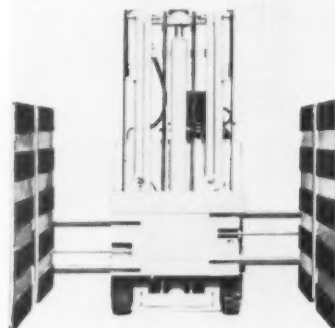


This eliminates the need for counterweight, keeping total truck weight to a minimum. The stacker's short length makes it maneuverable in narrow aisles. Only a 66-in. right angle aisle is needed to handle a 48-in. pallet.

Circle No. 34 on Card, Facing Page 51

Carton Clamps

A carton clamp attachment for palletless handling of unit loads of carton-packed products is produced by Little Giant Products, Inc. Shoulders



of clamps are 30-in. high with articulated single or double carton pads to handle large loads. The attachment is available in load capacities from 2000 to 7000 lb.

Circle No. 35 on Card, Facing Page 51

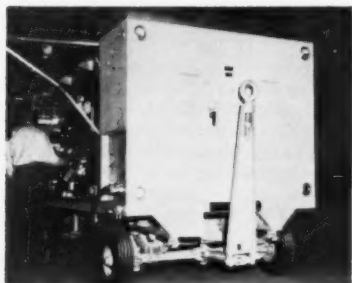
DISTRIBUTION AGE

and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 51

Braking System

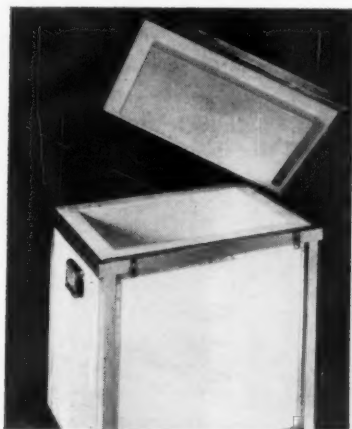
A newly engineered brake system for ground support trailers has been designed by the **United Mfg. Co.** The system is such that if a trailer should



become detached from the towing vehicle while underway or parked, the towbar will raise and actuate mechanical brakes. There is no electrical, air, or hydraulic connection needed between trailer and towing vehicle. Circle No. 36 on Card, Facing Page 51

Frozen Food Transporter

Plastic foam makes this frozen food transporter waterproof, vermin, rot, and mildew proof. Manufactured by **Glo-Brite Products**, the five cu ft

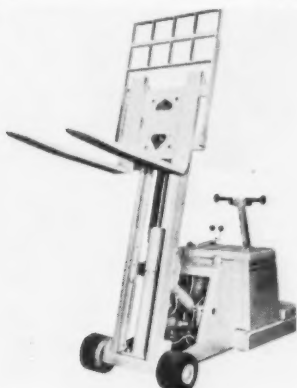


transporter keeps merchandise frozen solidly with just a few degrees of temperature rise for a full 72-hr period by using a small amount of dry ice. Designed to carry 175 lbs of frozen foods, it may be used with pharmaceuticals, dairy products, and meats. The transporter is available with a plastic, aluminum, or stainless steel shell.

Circle No. 37 on Card, Facing Page 51

Corrosion-Proof Walkie

In order to open areas of application for the operation of rider-type walkies, **The Yale and Towne Mfg. Co.** has developed a modification which permits safe use in areas where corrosive liquids are present.

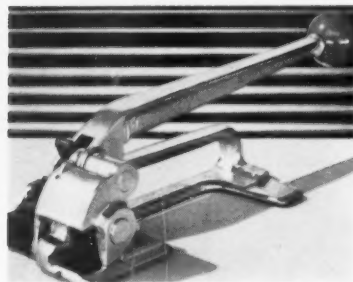


Drive and hoist motors are enclosed completely. A phosphate coating is applied to undercarriage linkage to protect moving parts. A splash guard on the ring bearing controlling directional movement assures steering ease.

Circle No. 38 on Card, Facing Page 51

Steel Strapping Tightener

A versatile unlimited take-up steel strapping tightener has been engineered to reduce operator fatigue. Applying seals to the rear of the tensioning wheel cuts overlap to the

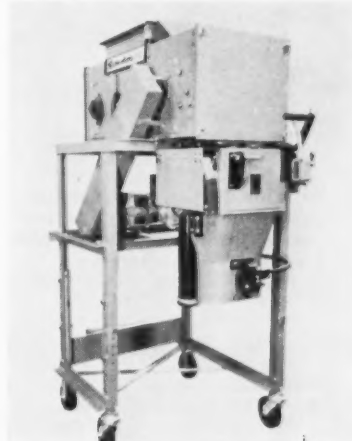


minimum required for maximum joint security. The tool, produced by **Stanley Steel Strapping Div., Stanley Works**, is removed by returning the tightening lever to the down position and sliding the tool from the strapping.

Circle No. 39 on Card, Facing Page 51

Gross Bagging Scale

A new gross bagging scale with feeder, features an eye-level visual balance indicator which enables on-

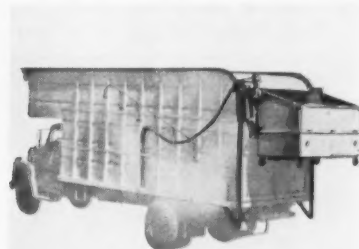


the-spot elimination of weighing errors. This indicator operates on the torsion principle so that indication is rapid, accurate and stable. The scale, introduced by the **Richardson Scale Co.**, was designed for use with open mouth textile and multi-wall paper bags. It provides accurate filling up to 140 lb.

Circle No. 40 on Card, Facing Page 51

Bulk Material Loader

Cook Brothers Equipment Co. is the manufacturer of a loader which can be mounted on any new or used, metal or wood truck body. It provides fast,



efficient loading of most bulk materials. It is easily adapted to any height or length body. With a load capacity of 1500 lb, the loader can unload at any point in the truck body. Circle No. 41 on Card, Facing Page 51 (Please Turn Page)

...New Products and Equipment

(Continued from Preceding Page)

Electric Car

Designed as an all-weather, all-purpose personnel carrier, the electric car manufactured by **Laher Spring and Tire Corp.** has a life ex-



pectancy of 15 years. The model is equipped for highway use and has a top speed of 25 mph. It will run for 75 miles without recharging.

Circle No. 42 on Card, Facing Page 51

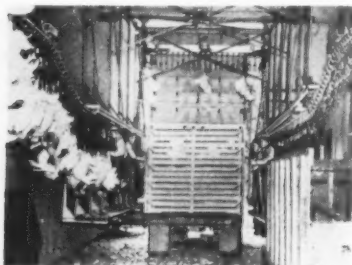
HHG Packing Materials

Corrugated packing materials for the moving and storage industry are announced by **Ajax Box Div., St. Regis Paper Co.** The line is comprised of 16 corrugated cartons, single face corrugated soft rolls in four widths, ripple cushion interleaver sheets in three sizes, and special combination corrugated-kraft paper glass wrap sheets in two sizes, used for expensive or delicate pieces. Two weights of corrugated are used in cartons, 350 and 200-lb test strength.

Circle No. 43 on Card, Facing Page 51

Conveyor Load Platform

A new loading platform manufactured by **Dearborn Fabricating and Engineering Co.** features a cable conveyor which changes its elevation to conform to loads in trucks or rail cars.

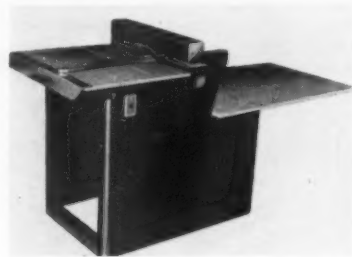


At its highest elevation the platform puts workmen at the proper height to load the cable-link conveyor. The platform is attached rigidly to a section of monorail track on the cable conveyor.

Circle No. 44 on Card, Facing Page 51

Cutter-Crimper Converter

A cutter and crimper, designed to cut shipping and packing costs, is introduced by **Comptometer Corp.** The equipment is designed for use by packers and shippers to improve shipping protection and output and eliminate the problem of disposing of mer-

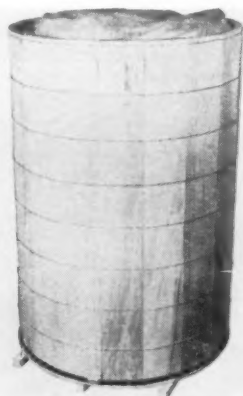


chandise corrugated cartons. The cutter converts salvage cardboard and corrugated cartons into multi-size sheets. The crimper processes the cut corrugated sheets into strong, pliable crimped corrugated packaging and wrapping material. The pre-cut crimped material can be used for inner wrap, outer wrap, and carton liners.

Circle No. 45 on Card, Facing Page 51

Cylindrical Pallet Box

General Box Co. has developed a cylindrical wirebound pallet box. It is ideal for granular, free flowing materials as well as other bulk materials. The containers are constructed of thin wooden sides bound with gal-



vanized steel wires. The base of rigid plywood is mounted on hardwood skids and equipped with a special steel channel rim. Cleats on the inside of the wirebound vertical sections are held in the channel by a tensioned steel strap.

Circle No. 46 on Card, Facing Page 51

Tough Self-Stick Label

Labelon Tape Co. is marketing a new self-sticking label designed especially for outdoor or permanent indoor use. The new product consists of



a pressure-sensitive card. Information is written or typed upon this and then covered with an attached clear layer of outdoor type plastic for permanent protection. The label is not affected by rain, dirt, sunlight, grease, oil, or acids and will resist heat up to 300 deg. F., or cold down to 100 deg. F.

Circle No. 47 on Card, Facing Page 51

Industrial Wheel Tread

A new type wheel tread, manufactured by **Hamilton Caster and Mfg. Co.**, is claimed to outlast rubber up to five times. The new tread is a synthetic urethane elastomer and combines long life with heavy load-carrying capacities.

Circle No. 48 on Card, Facing Page 51

Air-Powered Stapler

Air return and high speed piston improvements are included in the new air-powered staplers produced by **Signode Steel Strapping Co.** Jet-driven



air return delivers positive high speed action and extends tool life. A high speed nylon piston drives staples without recoil. The stapler handles wide and narrow crown staples in leg lengths from 3/16 to 3/4 in.

Circle No. 49 on Card, Facing Page 51

Vibrating Conveyor

Carrier Conveyor Corp. offers a new mechanical vibrating conveyor for moving solid granular materials, castings, sand, and tramp iron at in-

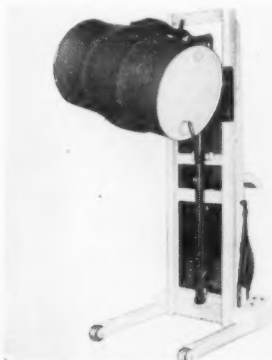


clines of from 5-25 deg. Each one of hundreds of small steps in the trough catch the material on the downstroke to prevent slippage.

Circle No. 50 on Card, Facing Page 51

Hydraulic Drum Handler

Well suited for movement in and out of drum aisles is the new hydraulic drum tilter produced by Big Joe

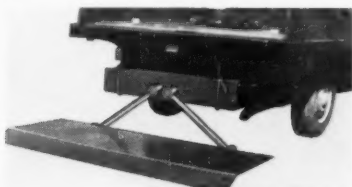


Mfg. Co. The drum handler pours from 1000-lb drums as well as lifting, moving, and stacking them. It lifts to a height of 130 in.

Circle No. 51 on Card, Facing Page 51

Truck Lift Gate

A light touch of a push button control elevates loads on the truck lift



gate produced by Curtis Automotive Devices. The 54 x 28-in. platform has a 5-in. loading ramp edge.

Circle No. 52 on Card, Facing Page 51

Aluminum Hoe for Bulk

An aluminum hoe which can be used as a scraper is being introduced to the market by Aluminum Ladder Co. The hoe is used for removing or



scrapping dry chemicals, foodstuffs, and other materials from barges, vats, tanks, storage bins, and other containers. The blade is 6-in. deep with handles from 5-10-ft long available.

Circle No. 53 on Card, Facing Page 51

Wet-Dry Vacuum Cleaner

Designed for picking up dirt, dust, and liquids of all kinds, the vacuum

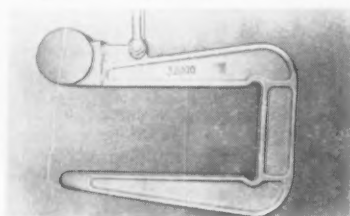


cleaner offered by Clarke Sanding Machine Co. cleans from floor to ceiling. The cleaner is effective for cleaning furnace boilers also.

Circle No. 54 on Card, Facing Page 51

Cast Steel Hook

Recent developments at Mansaver Industries include this cast steel hook designed for all horizontal coil handling (including carrying to and from

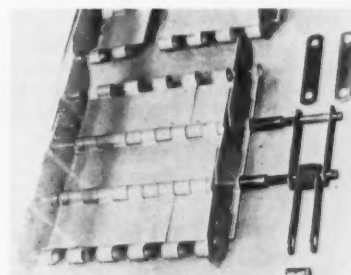


the slitters and coil reels), loading, storing, and shipping. The hook can be supplied in almost any capacity with a 20,000-lb minimum.

Circle No. 55 on Card, Facing Page 51

Hinged-Pan Conveyor

A new conveyor for handling materials such as scrap eliminates clogging, wedging, and spilling. Featuring multiple pan joints, it is de-



signed by Gifford-Wood Co. All mechanical wear during normal operation is restricted to two replaceable parts—a roller and a bushing—on each hinge pan.

Circle No. 56 on Card, Facing Page 51

Kraft-Silicone Padding

Specially treated kraft paper combined with an extra layer of silicone to protect fine wood, metal, and plastic finishes describes Central States Paper and Bag Co. paper. The smooth



surface reduces friction and prevents scratches without the need for further padding. The silicone additive lies directly on the surface giving maximum slip and smoothness to the paper.

Circle No. 57 on Card, Facing Page 51

High-Temperature Tape

Pressure-sensitive masking tape capable of withstanding temperatures of up to 425 deg F is offered by Permaceel Tape Corp. The tape combines a specially treated backing with an adhesive formulation which gives the tape resistance to high heat and long baking cycles, moisture, and solvents. Because it will not stain metal surfaces, it is recommended for use on anodized or alodized aluminum and dichromated magnesium.

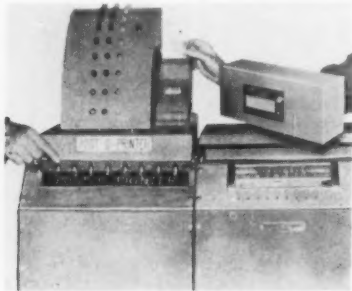
Circle No. 58 on Card, Facing Page 51
(Please Turn Page)

... New Products and Equipment

(Continued from Preceding Page)

Scale and Postage Printer

The introduction of a combination automatic scale and postage printing machine is announced by **Detecto Scales, Inc.** The new electro-mechani-

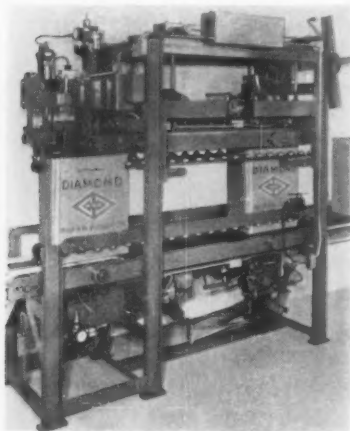


cal device is capable of handling up to 500 parcel post packages an hour. A package is placed on the scale, a button is pressed, and the correctly printed postage is produced for use on the package.

Circle No. 59 on Card, Facing Page 51

Case Sealer-Taper

Intermixing of case sizes is handled automatically through a remote control push button station on **General Corrugated Machinery Company's**



case sealer-taper. The sealer automatically will apply tape to top and bottom flaps of a filled case and roll extended ends of the tape over the end panels for single strip seal.

Circle No. 60 on Card, Facing Page 51

Overhead Truck Doors

Barber-Colman Co. has developed a line of overhead doors for enclosed delivery trucks, straight-body trucks, and cargo-hauling trailers. A driver does not have to leave the truck to

open doors until he has backed up against the loading dock. Because the door does not project from the side

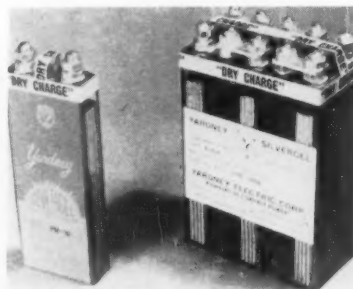


of the truck or trailer body, there is no problem with side clearance or danger of damage to doors.

Circle No. 61 on Card, Facing Page 51

Re-Usable Primary Battery

The manufacture of a re-usable silver-zinc primary battery is disclosed by **Yardney Electric Corp.** It only needs to be filled manually for immediate use. Once activated, it can stand without loss of capacity for months. The primary battery elimi-



nates the extra weight and size involved in the use of automatic activation systems. It is capable of energy outputs as high as 70 watt hours per pound. The battery can be checked for reliability simply by discharging it prior to actual use, then reactivating it.

Circle No. 62 on Card, Facing Page 51

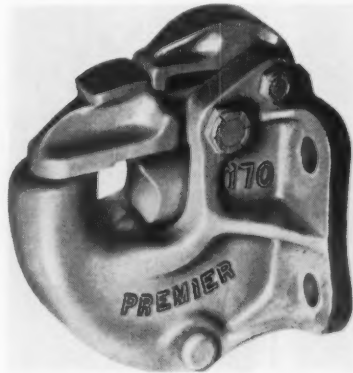
Heavy-Duty Caster

A swivel caster named **HiLoad** has been developed by the **Divine Brothers Co.** The caster is specifically designed to handle rolling loads that are too heavy for other types of casters. It is favored for use on trailer trucks, body trucks, portable machinery, and other heavy production equipment. The top plate and yoke of the swivel caster are made of high-carbon steel-drop forgings. The king pin is an integral part of the top plate forging. Large precision steel balls carry the load. This caster is adjustable for swivel tension and thrust.

Circle No. 63 on Card, Facing Page 51

Air-Adjusted Hitch

A new air-adjusted trailer hitch has been introduced by the **Premier Mfg. Co.** The hitch, solid pintle-type coupling, has an air-actuated adjust-



ing shoe to eliminate play between the pintle and the trailer eye. It provides shock-proof, snug-fitting trailer connections. The hitch has a double lock for safety, and weighs 26 lb.

Circle No. 64 on Card, Facing Page 51

Power Sweeper

Patch and Kase is the manufacturer of an industrial power sweeper which has a power train assembly consisting of hardened worm and bevel-gear



drive, enclosed and running in oil. The sweeper has power steering, pneumatic puncture-sealing tires. Stabilized floating main boom assures a clean swath through light or heavy debris, from pepper leaves to bottles.

Circle No. 65 on Card, Facing Page 51

Silk-Screen Stencil

A new process now makes it possible to print electronically-cut stencils for all types of duplicating machines. The **Print-O-Matic Co.** produces silk-screen stencil duplicating with letterpress or offset-like copies, using semi-paste ink in any make or model mimeograph machine having open, closed, or closed automatic inking cylinder.

Circle No. 66 on Card, Facing Page 51

Light Van Ramp

Magnesium Co. of America has introduced a lightweight, 1000-lb capac-



ity ramp which can be lifted and positioned by one man. A 9-in. upper lip anchors the ramp to the truck bed. The ramp is 33-in. wide.

Circle No. 67 on Card, Facing Page 51

Fork Truck Series

Now in production at Lectro-Lift Co. is a series of fork-lift trucks that are three-wheel, electric, and counter-

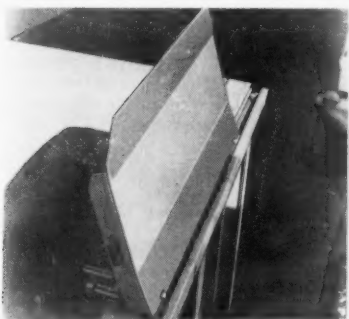


balanced. Lift capacity is 1500 lb on 18 in. load centers. Fork length is 28 in. The truck offers hydraulic tilt, 10 deg backward and 3 deg forward.

Circle No. 68 on Card, Facing Page 51

Manual Dock Ramp

The manually positioned all steel dock ramp in production at Beacon Machinery Co. is hinged to a roller

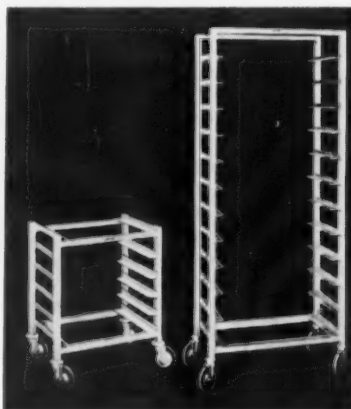


carrier which travels on a track at dock edge. One man can position the ramp into a car or truck by use of a removable pipe handle.

Circle No. 69 on Card, Facing Page 51

Light Mobile Racks

Racks made of aluminum feature an extruded channel frame with extruded angle tray slides riveted in place. Rubber casters make it pos-



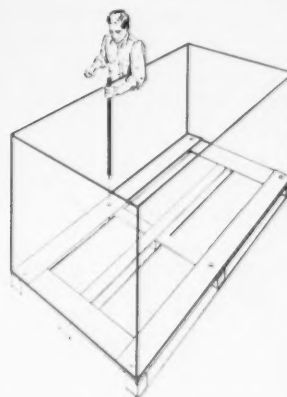
sible for one person to move a fully loaded rack. The weight of the largest rack is 45 lb. They can be used in refrigerators and for cooling, drying, holding, and transfer. These racks are made by Stevens-National.

Circle No. 70 on Card, Facing Page 51

Steel-Rod Nailer

Tri-Wall Containers, Inc., has developed a rod, about 30-in. long, which permits an employee to nail the bottoms of containers to pallets without bending. A special large-head nail

is placed against the magnetized end of the rod. The worker grasps the knurled area at the other end and



then thrusts the nail and rod downward against the bottom container flaps.

Circle No. 71 on Card, Facing Page 51

Detachable Container Truck



New equipment manufactured by Ingersoll Kalamazoo Div. is designed to handle all types of materials with detachable containers in capacities to 40 cu yd and 30,000 lb net payloads. The large container is mounted on either a single axle or tandem axle truck. A lever, mounted on the truck's dashboard, enables the driver to pick-up, haul, dump, or drop off any

number of detachable containers. The containers are available open or closed. They range in size from flatbed to 10, 15, 20, 25, and 30 cu yd standard units. Special containers are available for 40 cu yd capacities. All closed containers are equipped with two top charging doors that open to expose an unobstructed area.

Circle No. 72 on Card, Facing Page 51

FREE

LITERATURE

Moving Estimator

Dean Van Lines, Inc., is offering a moving estimator which allows one to approximate moving costs. Included are charts giving samples of furniture and cubic measurements and weight conversions which supply estimated weights of articles to be moved.

Circle No. 73 on Card, Facing Page 51

Oscillating Conveyors

A new 24-page book devoted to Link-Belt Company's Flex-mount, Coil-mount, and Torq-mount conveyors is said to describe the most complete line of such conveyors available to industry. Ranging from the lightest to the heaviest capacities, the conveyors can handle material from 25 to 350 tph. Product information on trough widths, depths, section lengths, accessories, and selection and application data is included.

Circle No. 74 on Card, Facing Page 51

Ship Trimmer

Literature which features comprehensive technical data, operation diagrams, and actual installation illustrations of the Stephens-Adamson Mfg. Company's ship trimmer is available now. The bulletin is designed to show port operators and exporters how the ship trimmer can load and trim bulk cargo into ships faster, easier, cleaner, and more economically than present methods.

Circle No. 75 on Card, Facing Page 51

Palletized Carton Handling

A new case history bulletin, describing how warehouse space was increased by 20 per cent and a working force decreased by 33 per cent, is available from Lewis-Shepard Products, Inc. Nine photographs show the step-by-step procedure followed. Complete specifications of pallet sizes, stacking heights, and necessary equipment information are provided.

Circle No. 76 on Card, Facing Page 51

Handling Equipment

A complete line of platform trucks, trailers, carts, skids, wheels, and barrel trucks is described in a four-page data sheet just released by SI Handling Systems.

Circle No. 77 on Card, Facing Page 51

LP-Gas Lift Truck Cylinders

A folder which describes its complete line of LP-Gas lift truck cylinders is available from Linde Co. The folder includes descriptions, operating data, and specifications for all lift truck cylinders. This includes the new multiple service lift truck cylinders which can be mounted in either a vertical or horizontal position, and can be used for liquid or vapor service in the 14 and 20-lb sizes.

Circle No. 78 on Card, Facing Page 51

Boltless Steel Shelving

A bulletin presenting the new T line boltless steel shelving has just been published by Penco Div., Alan Wood Steel Co. This eight-page, two-color booklet illustrates and describes six styles of open and closed shelving. It covers companion shelving equipment such as drawer case units, service counters, tool storage racks, and shelving boxes. Line drawings illustrate a few of the custom shelving arrangements possible with T line shelving components.

Circle No. 79 on Card, Facing Page 51

BOOK

Scale Dictionary

"Terms and Definitions for the Weighing Industry" is the new dictionary of scale terms and definitions issued by the Scale Mfrs. Assn., Inc. Prepared by the group's Terminology Committee, the new scale dictionary contains 1170 terms peculiar to scales and weighing.

The dictionary may be obtained from the Scale Mfrs. Assn., Inc., 1 Thomas Circle, Washington 5, D. C. Price: \$1 postpaid.

High-Speed Printer

A new folder from Remington Rand describes the Univac high-speed printer which prints data processed by the large-scale system. This machine operates at speeds up to 600 lines a minute. It prints numbers, letters, and punctuation marks on a line 130 characters wide. A fast-feed feature advances the paper over areas where no printing is required.

Circle No. 80 on Card, Facing Page 51

Conveyor Belts

A new line of heavy industrial conveyor belts is described in a data sheet just issued by B. F. Goodrich Industrial Products Co. The company recommends the new belting, Korosel, for use in contact with cutting oils and greases and where smooth, non-porous, non-marking belts are needed.

Circle No. 81 on Card, Facing Page 51

Tramrail Engineering

A revised issue of the Cleveland Tramrail Engineering and Application Booklet has just been issued by the Cleveland Crane and Engineering Co. Studies of track design, peening, and stresses are given.

Circle No. 82 on Card, Facing Page 51

Floor Surfacing

Test data indicating that a new monolithic floor surfacing material has a tenacity and bonding strength 40 times greater than concrete is included in an eight-page illustrated booklet offered by Master Mechanics Co. Typical installations in critical plant areas and out-of-doors are illustrated to show how the material stands up under heavy traffic destructive process solutions, and temperature changes. It presents the results of research tests based on applications which indicate a flexural strength 12 times greater than that of concrete and water.

Circle No. 83 on Card, Facing Page 51

Selenium Rectifiers

Syntron Co. announces publication of a new catalog which features vacuum process selenium rectifiers. The illustrated eight-page booklet gives complete descriptions, data, and specifications.

Circle No. 84 on Card, Facing Page 51

Arcuate Stitching

A new booklet of questions and answers by an expert about major improvements in wire stitching is available from Acme Steel Co. The new box stitching method is explained by John H. Prout of the company's wire stitching department. Answers are given to such questions as what the Arcuate method is, what its advantages are, how it saves money, how light-gage wire can be used, and how the method has been tested. Conversion is discussed in full. Circle No. 85 on Card, Facing Page 51



V Belt Drives

A new 12-page illustrated manual, "How to Get Longer Life from V Belt Drives," is being issued by B. F. Goodrich Industrial Products Co. The manual tells how to detect V belt trouble, diagnose belt failures, and correct drive troubles. A list of valuable tips for proper V belt maintenance is included as well as a suggested inventory survey check list. Circle No. 86 on Card, Facing Page 51

Cutting Trends

Issue number two of the quarterly publication, Cutting Trends, is available from Simonds Worden White Co. A special article on correct grinding and honing procedures for sharpening paper-cutting knives is included. Circle No. 87 on Card, Facing Page 51

Corrugated Boxes

Nine basic rules for loading and stacking efficiently are handled in a new edition of a booklet published by Hinde and Dauch. New copy and detailed illustrations describe effective methods of estimating storage space, distributing load weights, handling, identification, and the use of gates, bulkheads, barricades, and weather-stripping. Circle No. 88 on Card, Facing Page 51

Glass Packaging

Bottle necks can be profitable to people who package in glass, according to a new Du Pont pamphlet. In question-and-answer form, the booklet describes cellulose bands, their cost, application, and the opportunities they offer. Circle No. 89 on Card, Facing Page 51

Ship Trimmers

Stephens-Adamson Mfg. Co. offers a two-color booklet which illustrates ship trimmers. They load and trim bulk cargo into ships. The offering includes "in-use" photographs. Circle No. 90 on Card, Facing Page 51

Literature from the Advertisements

Listed below are brief descriptions of catalogs, brochures, booklets and other literature offered by advertisers in this issue of DISTRIBUTION AGE. To get your copies of the items offered, simply circle the appropriate number on the Reader Service Card, facing Page 51.

2000-Lb Lift Truck

A heavy-duty industrial engine, high traction, and easy access for servicing are featured in the Allis-Chalmers FT20-24 lift truck, described in a new bulletin. Circle No. 5.

Protection Service

American District Telegraph offers a complete electric protection service through central stations in all principal cities. Circle No. 10.

Pallet and Skid Trucks

The American Pulley Co. is the manufacturer of a line of pallet and skid walkie trucks for handling loads of 2000, 3000, 4000, and 6000 lb. Circle No. 8.

Van-Line Membership Data

Atlas Van Lines, Inc., is offering information on membership in its nationwide household goods moving service. Details of the new operation are given. Circle No. 20.

Lifting Forks that Swing

Lift truck forks that lift, reach, and swing are described in a new group of specifications prepared by Automatic Transportation Co. Forks swing up to 30 deg. Circle No. 15.

Railroad Teletype Service

A booklet describing Car Location Information Center operations on the Chesapeake and Ohio Railway has just been released. CLIC relays data on car movements. Circle No. 21.

One Lift for Two Jobs

Clark Equipment Co. is the manufacturer of a fork lift with a Triple Stage Upright which enables one truck to perform both high stacking and vehicle loading. Circle No. 3.

Wide Choice of Casters

The Colson Corp. produces more than 2000 types of casters for use on new equipment or for use as replacements. For information circle No. 11.

West to Midwest Service

Consolidated Freightways is offering schedules of its new non-stop motor freight service between the West and the Midwest. The new schedules cut travel time by days. Circle No. 22.

Personalized Warehousing

"Person-to-person" warehousing with fast distribution in the Manhattan-Jersey City area is the service offered by the J. Leo Cooke Warehouse Corp. Circle No. 23.

Electric-Powered Truck

Particularly suited for messenger duty where gasoline-powered equipment is not feasible is a three-wheeled electric truck made by Cushman Motors. Circle No. 7.

Powered Walkie Truck

Lift Trucks, Inc., is offering a bulletin on its HydroElectric fork lift trucks.

Trucks are designed for a variety of purposes and materials. Circle No. 9.

Light-Weight Ramp for Van

For fast loading of vans even where there is no truck dock, Magnesium Co. of America has introduced a light-weight ramp. One man can position it. Circle No. 13.

Highway Carrier Service

McLean Trucking Co. is offering a six-page folder outlining its common carrier service between the Eastern Seaboard and the Midwest. Circle No. 24.

Small Rider Lift Trucks

Small battery-powered rider lift trucks are featured in a new catalog prepared by The Moto-Truc Co. They operate in narrow aisles. Circle No. 1.

Data for Van-Line Agents

New policies, new operating methods, and new merchandising methods are outlined by National Van Lines, Inc., in its information for agent van lines. Circle No. 25.

U. S. Highway Map

Pacific Intermountain Express has just revised its national and state highway map and mileage table. Copies are available by circling No. 26.

Information on Port

For shippers, export managers, and traffic men who want to keep up with port developments, the Port of Long Beach, Calif., is offering Harbor Highlights, a news magazine. Circle No. 14.

Safe-Shipment Rail Car

Information on the Compartmentizer car as a reducer of damage and a cutter of damage costs is available from the Pullman - Standard Car Manufacturing Co. Circle No. 2.

Explosion-Proof Straddle Truck

The Revolver Series 54.00 Go-Getter is a straddle-type high lift for use in warehouses handling explosive materials such as chemicals. Circle No. 6.

Door-to-Door Air Service

United Air Lines is offering a free Air Freight booklet which describes its service. The company offers pickup and delivery for your cargo. Circle No. 27.

Elevating Tailgates for Trucks

For stake and van trucks of $\frac{3}{4}$ to $2\frac{1}{2}$ -ton capacity, the H. S. Watson Co. is manufacturing an elevating tailgate. Literature also is available on other models. Circle No. 12.

Lift Truck for Three Jobs

The K-46, manufactured by The Yale and Towne Manufacturing Co., is particularly suited for operation in narrow aisles, for truck loading, and for fast mounting. Circle No. 4.

New Tax Laws Bring Benefits

Both small and large companies gain from new tax bill,

AS A RESULT of new tax laws passed during 1958 businessmen can save more than \$400 million in taxes yearly and secure more favorable loans and equity financing. Even though most of the help voted by Congress was aimed at small firms, many large firms can use the provisions, also. Easier depreciation, higher earnings accumulation, longer loss carry-back, better treatment on losses in small business investments, stricter stock taxing rules, and some changes in excise taxes are among the highlights of the new financial laws passed by Congress.

In the realm of depreciation, taxpayers may now take a special

By N. R. Regeimbal
DA Washington News Editor

20 per cent depreciation deduction on purchases of new or used equipment, facilities, or other assets (exclusive of real estate, buildings, or inventory), in the first year, up to \$10,000 a year, or \$20,000 if a joint return is filed.

This is in addition to normal first year depreciation. The assets must have a useful life of six years or more. They must have been purchased after Dec. 31, 1957.

A proposal to extend to purchases of used equipment and machine tools the right to fast tax write-offs accorded to new equipment in 1954 was approved by the Senate and killed by House leaders.

Loss Carryback

In reference to loss carryback, the small business tax law passed this year permits businesses with net operating losses in taxable years ending after last Dec. 31, to carry the losses back as much as three years to offset profits and secure refunds. The old limit was two years. Firms may still carry losses forward to offset profits for up to five future years.

Tax Penalty

Closely-held firms may accumulate up to \$100,000 in earnings without being subject to the special tax penalty on such savings. The old limit was \$60,000. This is a total figure, not an annual one. A proposal to permit a small firm to reinvest up to \$30,000 or \$50,000 in the business without paying taxes was considered by lawmakers, but killed. Sponsors say that they will press for this provision again this year.

One of the most important actions taken by Congress last year was passage of legislation creating small business investment corporations. A \$250 million fund will be established. The Small Business Administration will help finance locally or federally chartered small business investment corporations. These corporations will in turn make long term (20-

Features of New Labor Act

The watered-down labor bill passed by Congress is the first action in that field for some years. Labeled the Labor-Management Reporting and Disclosure Act, it is not to be confused with the Kennedy-Ives labor reform bill which was killed in the House.

Unlike the Kennedy-Ives measure, the new law takes no action on union racketeering. Even this pension and welfare bill which was passed is pared down from its original form.

Act Does:

The new Act does require that pension fund administrators make an annual financial report, including a description of the plan, to every union member. The Secretary of

Labor is permitted to recommend the form of these reports, but may not enforce use of their official form.

The Act specifies that some form of financial accounting be filed with the Labor Department, and requests information on funds managed by unions, by management, and by the two jointly.

Act Does Not:

The Act does not prohibit persons with criminal records from holding executive jobs with union pension funds. It does not provide fines for failure to file pension funds correctly. Neither does the Act give the Secretary of Labor subpoena and other police powers to force collection of accurate financial reports on fund operations.

to Firms

but gains are not automatic

30 year) loans to small firms, or invest in convertible debentures of small firms.

Individuals or partnerships investing in small business are permitted to count losses up to \$25,000 a year on ordinary losses, rather than capital losses.

Small corporations with a maximum of 10 stockholders are permitted to be taxed as partnerships. This matches an earlier provision which permits some partnerships and proprietorships to be taxed as corporations in order that they may gain a tax advantage. In addition, the new law permits estate taxes on small firms to be spread over a 10-year period. This provision is designed to allow more small firms to escape death by merger when a principal owner dies.

Other provisions: prohibit firms from deducting from taxes bribes or kickbacks paid to foreign government officials; permit unused foreign tax credits to be carried back two years and forward five; permit company pension funds to buy limited amounts of the company's own unsecured debentures and still retain their tax exemption; ease the tax on collapsible corporations; and tighten the rules covering taxes on stock and bond sales and speculation.

Firms which must repay money to the government under contract renegotiation may now get tax refunds for the years in which the money was originally earned. Sub-contractors can get refunds on money they are required to repay to prime contractors.●

In With the Out,

Off With the On

NEG	FRI	FRI	THU	WED	TUES	MON
8	7	6	5	4	3	2
16	15	14	13	12	11	9
23	22	21	20	19	18	17
31	30	29	28	27	26	24
38	37	36	35	34	33	32

FOR DA READERS, 1959 will be a year of glory, opportunity, and frontism. Frontism is the ability to remain in front and in the right even though you're wrong and way behind. We will not confuse you with facts, just lean with confidence on DA's Calendar for '59. We promise you a very memorable year, one in which all orders received on the seventh can be delivered on the third.

This new edition of the ancient Roman calendar gives two Fridays—just one Friday always was so hectic. Saturdays and Sundays have been replaced by General Day, which is intended for such niceties as golf tournaments, lynchings, picnics, skating parties, and barn raisings.

The traditionalists among us will note that such occasions as Groundhog Day, National Pickle Week, May Day, and the Fourth of July have been retained. However, April Fool's Day has been scratched and the ever-popular Dog Days in late summer have been extended by six days.

Because all Income Tax forms must be filed by the 15th of April, that date has been retained and will be as confusing as ever.

July 14th, all sound of mind and firm of body will lift their brandies high in remembrance of Bastille Day.

If your Mother-in-Law was born on the first, 10th, or 25th of a month—this year you can forget it. And with six brand new days in each month, you can relax knowing that there are not any birthdays, anniversaries, etc., you have missed.

Leap Year is now a thing of the past. To date we have received no notification as to when Sadie Hawkins Day will be held, but the Oakie Fenokie Swamp Restoration Committee has advised us that the area's Annual Regatta will be held on the second General Day in June.

DA got the germ for this article from The Speaker, the official publication of the Broadway Toastmasters Club No. 1000 and The Sales Executive magazine. To them and you, we wish a very Happy New Year! ●

NITLeague Takes Action On Leading ICC Cases



William H. Ott, new president

THE NATIONAL Industrial Traffic League, meeting in New York recently, elected William H. Ott president.

George O. Griffith, American Home Products Corp., was elected vice president, and Robert McGuire, Atlantic Refining Co., treasurer. Regional vice presidents elected at the meeting were: L. F. Van Kleeck, New England; B. C. Worley, Southwestern; Hugo Wanning, Western Trunk Line; O. H. Weaver, Southeastern; I. N. Early, Northwestern; J. E. Hale, Pacific Coast; R. A. Cooke, Trunk Line; and Theron Godbold, Central Freight Region.

Leading Cases

During various sessions, the League voted to participate in several leading cases involving freight forwarder volume rates and rail TOFC rates. These pertain to volume rates or piggyback rates and the Paint Case (I. and S. No. 7027, Paint and Related Articles—Official Territory).

In respect to cases involving freight forwarder volume rates, the League supports the right un-

A move to take immediate action on ICC rail Paint Case and forwarder volume rate proceedings was approved by NITLeague members at the group's Annual Meeting held in New York

der existing law and the economic desirability of the freight forwarders to establish volume rates.

On rail and TOFC rates, the League feels that such rates, commodity rates and other rates, charges, and privileges of rail and motor carriers applied on freight forwarder traffic should be so provided in tariffs as to be fair, reasonable, and readily available to all shippers.

Transport Study

Also, the League authorized appropriate participation in the transportation study provided in Senate Resolution 303 in the interest of shippers and in support of League policy. It voted to oppose any pre-merger notification statute similar to House Bill 7698 of the 1958 session.

The Rate Construction and Tariffs Committee reported to the membership that as a result of its recent meeting with the Railroads National Freight Tariff Committee, the railroads agreed that tariff publishing officers, observing a common effective date, will issue a supplement to each of the Dockets 28300, 30416, and 30660 class rate tariffs publishing the class rate scales up to and including the Ex Parte 206 level.

The railroads agreed also that other rate tariff re-issues will

occur as soon as possible with the object of bringing the rates at least up to the Ex Parte 206 level.

Grant Arnold, retiring president of NITLeague, told the assembly that during the 1958 session of Congress, more attention had been given to matters relevant to transportation than ever before. Arnold stressed the importance of the League's past concentrated activities with carriers.

Chairman of the League's Legislative Committee, H. O. Mathews, made the recommendation that the League continue all of its efforts to achieve the repeal of the transportation tax on passengers.

League members held different views on volume rates of freight forwarders. One recommendation was advanced by the Out-Look Policy Committee. This group asked that there be no change in present League policies relating to freight forwarders or their traffic and operation.

The Highway Committee, under Chairman Joseph S. Wilson, recommended the approval of a move for the League to act against toll road reimbursement at the present because of a scarcity of monies in the Highway Trust Fund.

Work in conjunction with the State Managers Reciprocity Committee of the ATA was suggested. ●

THE AMERICAN Trucking Associations, Inc., in its recent Silver Anniversary Convention at Miami Beach, Fla., went on record as opposing any increase in Federal taxes on highway users to finance the expanded highway program.

The ATA resolution indicated that any additional fund needs are a general responsibility rather than the obligation of a single segment of the taxpaying public. It pointed out the importance of highways to national defense.

New President

During the meetings, J. Robert Cooper, president of Red Star Transit Co., Detroit, was elected ATA president. Guy W. Rutland, Jr., retiring president, was elected chairman of the Board.

Two of the vice presidents were elected and two others re-elected. The vice presidents are : Welby M. Franz, Eastern Express, Terre Haute, Ind., first; Stuart Moore, Los Angeles-Seattle Motor Express, Oakland, Calif., second; John J. Gill, Petroleum Heat and Power Co. of Rhode Island, Providence, third; and Griswold B. Holman, of G. B. Holman Co., Rutherford, N. J., fourth. John M. Akers, of Akers Motor Lines, Inc., Gastonia, N. C., and Harry L. Gormley, of Keystone Lawrence Transfer and Storage Co., New Castle, Pa., were re-elected treasurer and secretary, respectively.

Two new vice presidents at large were elected. They are E. W. Krause, of Security Cartage Co., Fort Wayne, Ind., and J. W. Boyles, of Bestway Freight Lines, Inc., Oklahoma City, Okla. Vice presidents at large re-elected are: A. E. Cudlipp, of Lufkin Foundry and Machine Co.; Robert H. Cutler, Texas-Arizona Motor Freight, Inc.; George V. Eastes, Lee and Eastes; Harold J. Horan, Crowe and Co.; J. Albert Kramer, Rabiner-Kramer, Inc.; Robert B. Lytel, Consolidated Freightways, Inc., O. B. Maxwell, Maxwell Co.; William W. Ward, Ward Trucking Co.; H. Dillon Winship, Georgia Highway Express; and C. G. Zwingle, Pacific Intermountain Express

Conference Voting

Some of the conferences also held elections. The Automobile

ATA Holds Silver Anniversary Meeting

J. Robert Cooper elected ATA President.

Plans approved for construction of new building for Washington headquarters

Transporters Conference will be headed by Albert Cassens, of Cassens Transport Co., Edwardsville, Ill. Albert A. Fowler, Sr., of Decatur Seaway Motor Express, Inc., Indianapolis, Ind., was elected chairman of the Board of Governors of the Regular Common Carrier Conference. The Contract Carrier Conference elected C. J. Williams, of Hillside Transit Co., Inc., Milwaukee, Wis. The private Carrier Conference re-elected Chairman Robert J. Van Liew, of Blue Bell, Inc., New York, while the Munition Carriers Conference elected Edwin M. Sellers, of Baggett Transportation Co., Birmingham,

Ala., as its new president.

Robert J. McBride, after serving the group for 19 years, resigned as executive director of the Regular Common Carrier Conference. Albert B. Rosenbaum, former general manager, was named executive director.

New Address

The ATA Executive Committee, during its Miami Beach sessions, approved plans for the construction of a new national headquarters. It will be a seven-story building to be located on P St. between 16th and 17th Sts. N.W. in Washington, D. C. ●

Harwood Cochrane (right), chairman, Regular Common Carrier Conference Mail Legislation Committee, and Owen O. Orr (left), committee member, discuss a proposed bill with Assistant Postmaster General E. George Siedle



... Plan III?

(Continued from Page 31)

the crushing of the Hungarian revolt.

I seriously question whether the "Plan III" rates will destroy the rail rate structure. However, even if they do, is there something so sacred about this rate structure that it cannot be sacrificed, in whole or in part, to insure the healthy development of

rail transportation? Can it be argued that a part of the whole must be retained even though it eventually will kill the parent entity?

Motor Carriers

Another claim is that the proposed rates constitute destructive competition and thereby

threaten motor carrier service. This is an age-old cry. Apparently, every time some forward step is taken, something is threatened with destruction. It is inconceivable that the rates in question will have such a disastrous effect. We would go to great lengths to prevent harm from befalling the motor common carrier industry.

Motor carriers may find it necessary to make certain changes in their present business philosophy. Perhaps adoption of the rates under dispute will bring about technological efficiencies which will put them in a better competitive position. Further, it should be clearly understood that the motor carriers already have lower charges under the "Plan I" rates than those complained against under Plan III. Savings are not passed on to the shippers.

Rate Discrimination

It is further alleged that the rates are discriminatory; they provide a service for shippers cooperatives at lower charges than are available to an ordinary shipper utilizing the service of the defendants (railroads) between the same two points.

Shippers cooperatives have been called the last refuge of the shipper seeking protection against increasing transportation charges. The *Wall Street Journal* recently reported that there are over 100 such cooperatives today. This is more than double the number in operation ten years ago. The *Journal* further reported that some 15,000 companies are confirmed co-op members.

The "ordinary shipper" designation is the cause of confusion. The "ordinary" or "extraordinary" shipper today, if his Traffic Department knows what it is doing, is taking advantage of shippers cooperatives to the greatest possible extent. There are very few volume centers between which they are not operative.

There are some shippers who do not need them, some who do not use them, and some who engage in private consolidation of shipments with one or more neighboring shippers. All the shippers of my acquaintance are "ordinary ship-



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Now you can carry up to a half-ton payload plus operator and passenger in a safe, silent, efficient Cushman Electric Truckster—gain extra convenience and economy.

Particularly suited for applications where gasoline powered equipment is not feasible, the three-wheeled Cushman Electric Truckster is easy to handle, easy to maneuver in cramped quarters.

Rigid unitized construction... heavy duty rear suspension... wedge type drive belts... a big 45 $\frac{5}{8}$ " by 61 $\frac{1}{2}$ " flat bed that can be equipped with stake racks... all add up to a rugged workhorse. Powered with heavy duty batteries, the 734 Electric Truckster travels up to 50 miles without recharging for a minimum operating cost. Fiber glass cab is available as optional equipment.

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pers," and all use shippers cooperatives wherever available in lieu of the higher cost ltl or lcl. Unquestionably, adoption of the "Plan III" rates will enable the cooperatives to attract a broader membership.

This will come about by the cooperatives being able to offer lower rates. These in turn will attract more members, which will permit more frequent sailings thereby attracting more members. The end result, therefore, must be a better service than now offered, at lower rates. If the "ordinary" shipper refuses to take advantage, can this disinterest be construed as discrimination and charged to the defendants of the proposed rates? I think not.

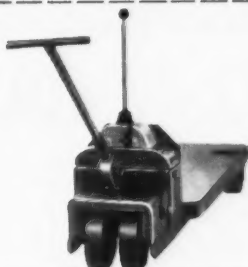
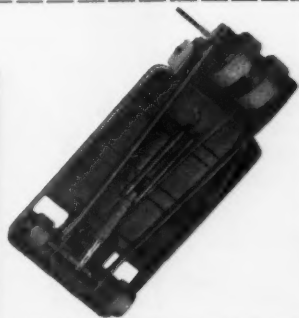
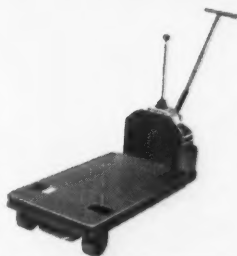
The basic question, as mentioned earlier, is whether U. S. railroads, in order to survive, may publish reduced but remunerative freight rates, thus bringing an end to the "umbrella" principle of rate making. The ICC has faced similar situations in the past. However, it has never been under the circumstances prevailing today. Neither has the question been so decisively and squarely placed before that body since the adoption of the Transportation Act of 1958.

Adverse Ruling

Should the ICC decide against the railroads, it would appear that they have come a full cycle. The regulatory body was created to curb the railroads and protect the shippers. The supreme irony is that a decision adverse to the railroads with no alternative plan for railroad relief may prove the beginning of the end for railroading as we know it. It will be detrimental to shipper interests, and will afford protection only to the motor common carrier industry.

True, the motor carriers in their complaint held themselves out as seeking to protect the shippers. I feel that this measure of protection may be of the type afforded the goose by the fox in the old fable.

The railroads are unquestionably in bad shape. Regardless of their past shortcomings they are a vitally integral part of the U. S. economy and national defense system.
(Please Turn Page)



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PALLET AND SKID TRUCKS

Have . . . More Operator Benefits
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3,000, 4,000, 6,000-lb. loads.

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... Plan III?

(Continued from Preceding Page)

tem. To preserve a principle of rate making, the elimination of which may well cure their worst ills, is anomalous.

Let's suppose for a moment that there had been a regulatory body charged with preserving an "umbrella" principle of rate making in the days of the Founding Fathers. Are we to believe that the canals never would have been built and that the commerce of the country still would be moving between cities in ox carts and mule-drawn wagons? Come a step further to the advent of the railroads and their effect on canal traffic. Is it conceivable?

Many railroads are seeking to abandon short lines, ferry service, and commuter service. At least one major eastern road has proposed abandonment of all passenger service. The commuter lines, ferry service, and local service are unquestionably in a large degree responsible for the growth of our suburbs. Further, the westward thrust of great rail lines made the nation.

A favorable decision in the matter here under discussion may not be the whole answer to the railroad problem. It would, however, unquestionably be of real assistance. A contrary decision, on the other hand, will not destroy the roads but could well take them another long step toward nationalization. Perhaps the industrial leaders of the country had better get into the act. If nationalization comes, as well it may, all of us and industry particularly will pay the cost of maintaining the tremendous burden of taxation necessary for government operation of the railroads. Further, if the railroads are nationalized, can the motor carrier industry hope to remain in the free competitive field?

Perhaps, as many knowledgeable transportation men and economists have suggested, the answer lies in a system of coordinated transport, retaining individual identity, but with joint rates and service arrangements. •

(Resume Reading on Page 32)

DISTRIBUTION AGE

	Market A Served from Plant A	Market B Served from Plant B	Market B Served from Plant A
Units Sold.....	500,000	100,000	100,000
Cost of Production.....	1,000	1,000	1,000
Av. Cost of Transportation.. (250 Mile average haul)	250	250	750
Market Price.....	1,600	1,600	1,600
Average Unit Profit.....	350	350	-150
Total Profit.....	175,000,000	35,000,000	-15,000,000
Total Profit if Two Plants are Built.....	A = \$175,000,000 B = 35,000,000 \$210,000,000		
Total Profit if Both A and B are Served from A....	A = \$175,000,000 B = -15,000,000 \$160,000,000		

Formula to Check...

(Continued from Page 34)

the specialized unit is the sole operating unit in the firm which serves the entire market. Modifications of the end result in such a case depends largely on whether or not this plant is closely tied to the rest of the operating units through intra-plant purchase and supply arrangements. This is true because this factor will determine, in large part, the basic tonnage data which will enter into the analysis.

Cost of production and distribution for both A and B plants is compared to determine cost savings. This is done on the basis of the above problem with assured sales for each area.

Of course, the above illustration is based on purely assumed data. In actual practice the comparative cost analysis becomes much more complex than the illustration suggests. Also, the market areas are defined to eliminate certain problems that may arise in more realistic situations. More advanced mathematical techniques may be required in more realistic situations. This simple illustration is intended only to show the potential power of the method when applied to ideal circumstances. The indicated solution to the above problem is that a new plant should be constructed and this will yield added profits to the firm.

Warehousing

The number, size, location, and service areas of warehouses also may be analyzed within the frame-

work of these basic analyses. One additional bit of information is necessary to resolve this problem. That is, the proportion of cl (lcl) and tl (ltl) freight now moving into the proposed warehouse area.

This figure is important because a warehouse can reduce the number of shipments which move directly to the customer. Ordinarily, large lot movements will be distributed by direct shipment. In all probability, this will be more economical than trans-shipment through a warehouse. The shipments not moving directly probably will be lcl or ltl. Consolidating these will produce economies.

The first step in this problem is to define the territory which can be served economically from the computed warehouse site. The computed site is found by the same general method described in finding a single plant location.

The requisites are knowledge of total outbound movements from the warehouse within the general delivery area and the cost of such movements. The inbound tonnages will arise from the plant or plants associated with the warehouse. Distribution costs from plant to warehouse may be found from freight bill records.

After all of the above data are collected, they then may be put into the formula combining distance, weight, and distribution cost so that a warehouse location may be calculated.

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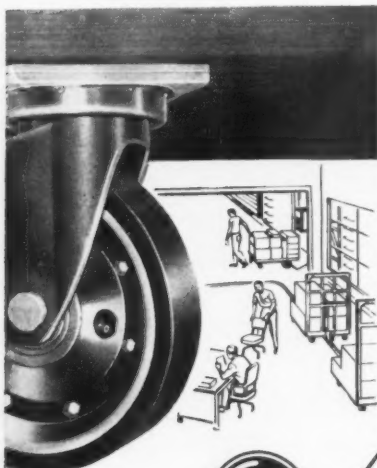
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Formula to Check . . .

(Continued from Preceding Page)

warehouse then is found. First, determine the landed cost at the warehouse site on a unit weight basis. The cost into the warehouse will be on a carload and truck load basis.

The two methods of shipment may be treated separately for more refined results. It will be assumed in this illustration that only the rail movement on a carload basis is employed. The total distribution cost on a unit basis then is calculated on the combined cost into the warehouse and the cost of local distribution on a movement back toward the plant.

At the point where the total distribution cost on the combined cl and less-carload shipments and the lcl cost direct to the customer are precisely equal, the delivery areas of the plant and warehouse are found. In other directions the warehouse area will be determined by the points where total

distribution cost becomes so high that standard profit margins cannot be maintained.

Once the service area of the warehouse is defined by the above method, it is possible to calculate the total volume that will move through the warehouse facility. Add all the tonnages within the prescribed limits. When these tonnages become known, it is possible to consider the size of the warehouse facility required.

Once the warehouse size is found, its fixed costs can be determined from engineering cost studies. Variable costs can be figured from the personnel costs and other appropriate data. Combining all warehouse costs with the distribution costs will yield an approximate total cost for the warehouse operation. When the total costs are known, they may be combined with known sales and revenues to determine, by the break-even method, the most profitable alternative between warehouse and direct shipment.

In this problem, Ra equals the rate per ton mile (lcl) from the plant to the area to be served by the proposed warehouse, or \$1 per ton mile. X is the distance to the break-even point from the plant. Rb is the rate per ton mile (cl, tl) to warehouse site, or in this case, \$.50 per ton mile. D is the total mileage from the plant to the warehouse which is 1000 in the problem below.

$$\begin{aligned} \text{Then: } Rax &= D(Rb) + Ra(D - X), \text{ or} \\ Rax &= 1000(Rb) + Ra(1000 - X) \\ X &= 500 + 1000 - X \\ 2X &= 1500 \\ X &= 750 \text{ (See chart, top of Page 34)} \end{aligned}$$

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	Area B Served from Plant A	Area B Served from Warehouse
Units.....	50,000	50,000
Price.....	\$1,800	\$1,800
Average Haul (miles)	1,000	1,125
Distribution Cost...	\$1,000	\$625
Production Cost....	\$1,000	\$1,000
Profit or Loss.....	-\$200	+\$175
Total Profit or Loss	-\$10,000,000	+\$8,750,000
Net Gain.....		\$18,750,000

In the above example it appears that the decision should be in fa-

vor of the warehouse operation, if it can be shown that the fixed and variable warehouse costs do not exceed \$18,750,000. This statement is based on the assumption that the market served by the proposed warehouse will be served regardless of its effect on net profit.

Cost Comparison

A comparison of warehouse cost data and incremental profits from this operation now can be made with figures for construction of a plant. Then a choice can be made.

The above presentation is designed to show how certain analytical devices may be employed in resolving physical distribution problems from a cost point of view. The illustrations are based on purely hypothetical situations of a simplified sort. Some of the more difficult problems of detail have been purposely ignored to ease the presentation of the basic procedures involved. In an actual case, it may be necessary to modify certain portions of the analysis, but this does not negate the main force of the arguments.

It is not claimed that the method will resolve all of the problems of physical distribution. It is only suggested that the method may prove useful in abstracting vast quantities of distribution data into a simple but complete, analytical system that may suggest the direction in which solution to physical distribution problems may lie. ●

(Resume Reading on Page 35)



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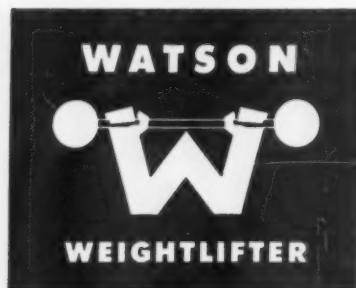


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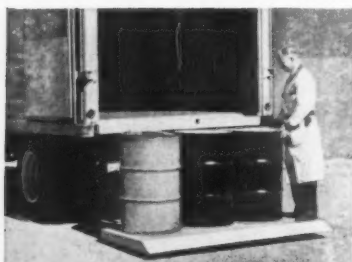
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Wage . . .

(Continued from Page 37)

are: Service sold must be performed completely within the state; the sale must not include any arrangement or through rate for transportation outside the state; the customer must make his own arrangements with the railroad or steamship line for further shipment of his goods.

On the other hand, the sale of a job of moving to another state is not a sale within the state. Similarly, income from packing and transportation to temporary storage or to a railroad depot within the state is not a receipt from a sale made within the state, if the service performed is a part of an interstate shipment to be delivered in another state.

If the local warehouseman arranges for the interstate railroad transportation for the owner of goods, the entire movement from origin to destination must be viewed as one interstate shipment. Thus, in cases where goods are temporarily stored in transit from the state where the warehouse is located to another state, or from another state to the state in which the warehouse is located, the income derived from such temporary storage is not considered to be derived from a "sale within the state."

Receipts from other companies, in payment for packing and other services in connection with an interstate job, are not receipts from sales made within the state. The same is true for commissions for the sale of such interstate jobs.

Retail Not For Resale

Next we have to consider what sales are retail and are not for resale. If 75 per cent of the annual business falls in this category, an establishment will meet this test.

Following are typical examples of transactions recognized as retail and are not for resale:

1. Local or long-distance moving of households, offices, stores and institutions, including packing and unpacking, when performed entirely by the warehouseman himself for the ultimate consumer.

2. Crating or packing of the con-

tents of homes, offices, stores and institutions in special containers or lift vans, when done for the ultimate consumer.

3. Transportation of the goods of homes, office, stores and institutions to a warehouse, or to a railroad or steamship line, where this service is rendered to the ultimate consumer.

4. Temporary or permanent storage of household goods and the contents of offices, stores and institutions, including packing and cartage to and from the warehouse, when performed for the ultimate consumer.

5. Receiving, at the railroad depot or steamship pier or warehouse, inbound containers, lift vans and crates that hold the goods of homes, offices, stores, and institutions and the unpacking or uncrating and delivery of the goods to the customer's premises, when done for the ultimate consumer.

6. Fur storage services for individuals, and the selling of furniture and the renting of pianos and chairs to the ultimate consumer.

There also are typical transactions not recognized as retail or for resale. A company may make some sales of these kinds without loss of the exemption. Such sales must not account for more than 25 per cent of the yearly dollar volume.

Services are for resale if they are sold to another firm which will resell them to its own customers. Thus, if any of the services mentioned above are sold to another company, rather than to the ultimate consumer, they will be considered as made for resale.

Sales for resale also include income from the rental of vehicles and receipts from other companies in payment for packing.

Following are typical examples of services not recognized as retail:

1. Transportation—if the company has other firms perform the packing, crating, local pick-up, local delivery and unpacking.

2. Heavy hauling and rigging for industrial customers.

3. Moving, packing, crating and storage in connection with industrial products.

4. Commissions received by a local company from other companies, for services to be performed by these other companies.

The fact that services are performed for the military has no bearing on the applicability of the exemption. ●

(Resume Reading on Page 38)

Traffic . . .

(Continued from Page 41)

at a minimum in spite of varying business conditions. This plan has been profitable due to the careful scheduling of freight between the two cities.

The company has a master file for its 350 items under fourteen classifications. With each product under the proper heading, the sales and engineering department can obtain easily the cost of shipments. All increases in freight or express rates are entered into the rate book in red. This saves time when an executive wants to ascertain shipment costs quickly.

A new method of scheduling is being developed in the assortment sheet metal shop. Orders from the control room to the shop foreman's desk are placed in a rack which resembles the type in which magazines are kept. Orders can be checked immediately. Schedules can be made and checked out without undue complications.

In a move to obtain greater efficiency in operation and speed in delivery, Washington Steel Products has an arrangement with another firm in Minneapolis for whom they manufacture products. This organization serves as a source for storage and shipment of goods to Mid-Western firms. Washington Steel Products plans to work out similar arrangements with firms in other sections of the country.

Transport Breakdown

In its traffic department, the company ships 80 per cent of its products by motor freight, 10 per cent by rail, eight per cent by express, and two per cent by air for outbound shipments to points on the North American continent. These figures are exclusive of waterborne traffic. Steamships are used for export traffic. The firm ships locally by water to Mount Vernon, Wash., and nearby ports in British Columbia where steamship rates are exceedingly low. The firm ships its goods by rail to all parts of Montana because it is cheaper. ●

(Resume Reading on Page 42)



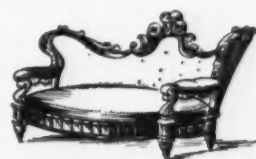
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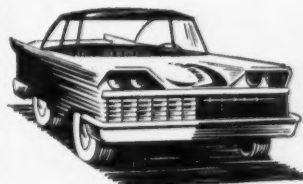


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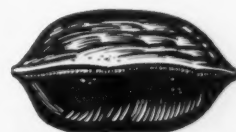
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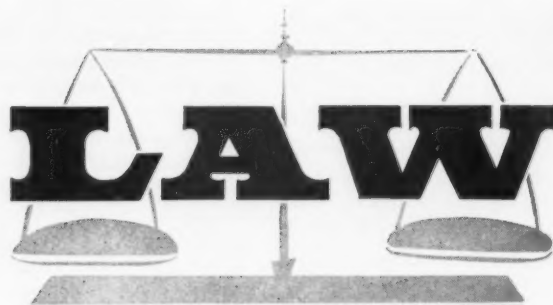
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Within the



By Leo T Parker Legal Consultant, Distribution Age

TRANSPORTATION

What is one's liability in relation to destruction and loss of goods caused by quality or acts of God?

The law, with respect to loss or damage to shipped merchandise resulting from the inherent quality of the merchandise, is: Neither a carrier nor a warehouseman is responsible or liable for loss or damage to shipped or stored goods if the loss or damage was caused by the peculiar or inherent quality of the merchandise, of which the carrier or warehouseman had no knowledge. One who ships or stores merchandise especially dangerous, or likely to be destroyed or damaged because of its peculiar characteristics is barred from a recovery from his financial losses. Also, he is liable in full damages for losses sustained by the carrier, warehouseman, and owners of other merchandise, chattels, and real property.

The higher courts consistently hold that neither the carrier nor warehouseman has any obligation to open boxes or containers to determine the quality or dangerous characteristics of the merchandise. Merchandise which has dangerous inherent qualities may consist of explosives, acids, electrical appliances, batteries, spontaneous combustible goods, perishable merchandise. Of course, the carrier or warehouseman must use reasonable care to salvage or lessen damages resulting from dangerous or inherent quality of merchandise, particularly after it is known that damages may result.

Very frequently a great deal of testimony is necessary for the court to decide whether or not the damage was caused by inherent quality of the merchandise.

This rule of testimony is applicable to containers of merchandise, as well as to shipped and stored goods. So held a higher court recently.

For illustration, in *E M E Co., v. A. M. Jr., Inc.*, 247 Fed. (2d) 826, the testimony showed facts, as fol-

lows: A trailer-truck belonging to E M E Co., a common carrier, was being loaded at the plant of a manufacturer. The shipment consisted of 30 drums of methyl phenyl acetate. The driver's helper inspected the drums, found no leaks. He gave the manufacturer a clean bill of lading.

During the journey, the truck driver noticed moisture under the trailer and a strange odor. Upon inspection he found the floor damp, some of the miscellaneous freight soaked through, and noticed a leak in one of the drums.

In subsequent litigation, the higher court held the manufacturer liable for damages to the E M E Co. and said:

"In this case, the undisputed facts imperatively required a finding that the defendant (manufacturer) had breached an implied warranty existing under the common law as recog-

nized by the Packing Rule. . . . We hold also that the fact that the loss does not excuse the defendant (manufacturer) for its breach even though the bill of lading expressly excepts from the carrier's liability loss due to the shipper's default as well as the act of God."

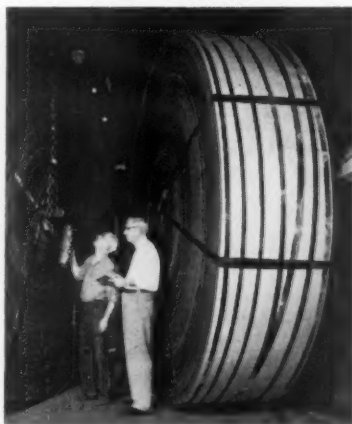
An act of God is deemed to be anything which human beings cannot prevent or duplicate. Neither a common carrier nor a warehouseman is liable for loss of, or injury to, merchandise being transported or stored if the testimony shows that by the exercise of ordinary diligence the loss could have been avoided.

Quite obviously, neither a common carrier nor a warehouseman can relieve himself of normal liabilities for loss or damage to goods. This is true only if the testimony shows that had reasonable care and precaution been taken there would have been no financial loss, or that either the warehouseman or carrier breached an agreement to give special care and service to safeguard the goods against injury or loss.

In *A T Co. v. G*, 143 Pac. (2d) 617, the testimony proved that the owner of household goods called a common carrier which agreed to pack and crate his goods and store them with the N S Co. This was done. Several months later the N S Co. delivered the goods to the owner who then discovered that the rugs and carpets were badly moth-eaten. The owner of the goods sued both the N S Co. and the common carrier for damages and proved to the satisfaction of the jury that before the goods were accepted for storage an official of the common carrier had verbally agreed to "moth-proof" the goods.

In holding the two companies liable for damages to the goods, the higher court said that the injury was caused by breach of contract and negligence of both the carrier and the warehouseman. Neither an act of God nor inherent quality of the goods was the primary cause of the damage to the goods.

High Shipment



One mile of Goodyear Tire and Rubber Company's conveyor belting was shipped recently by railroad over a special route. Over 12-ft high and weighing 13 tons each, the 36-in. wide belts will be spliced together for a half-mile haul of limestone from quarry to mill at 1000 tons an hour

Another important point of the established law is that neither a common carrier nor a warehouseman can depend upon United States Weather Bureau reports to relieve it from liability for damage to stored or shipped merchandise.

In *S Corp. v. E, Inc.*, 68 Fed. Supp. 169, the testimony proved that during the night valuable chattels in safe-keeping of a bailee were destroyed because of a northeast wind which attained the "unpredicted velocity of hurricane force."

The bailee contended that it was not liable because it could not anticipate a storm of such violence, since the United States Weather Bureau reports predicted only an ordinary storm. And that the unpredicted storm was an act of God.

In holding the bailee liable for damage to the goods the higher court said:

"If company (bailee) is to escape liability on the theory of inevitable accident then surely it must establish by convincing proof that the disaster was brought about by causes beyond the control of anyone. This it has not done in this case . . ."

Other higher courts have held that if either a common carrier or warehouseman fails to use "reasonable" care to protect merchandise against loss or damage, after occurrence of an act of God, there is liability.

In one case a carrier failed to quickly remove shipped merchandise from the path of an unusual flood caused by an act of God. The higher court held the carrier liable for the loss and subsequent damage to the goods.

Can a trucker avoid responsibility by employing independent contractors to haul goods?

Considerable discussion has arisen from time to time over the question: Can a trucking corporation avoid its normal responsibilities by employing an independent contractor to transport merchandise?

Recently a higher court rendered an unusual decision, answering this legal question in the negative, where testimony shows that the trucking corporation holds a public franchise.

In *A— Transit Lines, v. S—*, 246 Fed. (2d) 86, testimony showed facts as follows: A man named M— owned a tractor trailer which carried the name A— Transit Lines and the ICC and PUCO permit numbers issued to the transit company for interstate operation and for operation in Ohio, Indiana, Michigan and other states. M— frequently hauled for the A— Transit Lines. He also, hauled for others. One day his truck was empty and it was being driven in the general direction of the A— Transit Lines' yard. M— had in his possession a

delivery receipt and manifest to be delivered to the transit company. Previously M— had delivered a load of merchandise for the A— Transit Lines from a point in Indiana to a consignor in Cleveland. He was returning empty when at a street intersection he struck one S—'s automobile from the rear, inflicting serious personal injury. S— sued the A— Transit Lines for heavy damages.

The counsel attempted to save the A— Transit Lines from liability by proving that M— was operating under a "trip lease" with the A— Transit Lines covering only the one-way trip from Indiana to Cleveland; and further that since S— had been injured after the load was delivered by M— to the consignor in Cleveland the transit company could not be liable to S—.

Nevertheless, the higher court held the A— Transit Lines liable in damages to S—, and said:

"The fact that defendant (A— Transit Lines) had exclusive control of M—'s vehicle and services when and if his services were needed, was evidence of continual control . . . Under the well-established rule the existence of control is proved, not only by its exercise, but also by the right of exercise. No valid trip lease was shown to cover the trip from Hammond to Cleveland. As defendant (A— Transit Lines) was holder of a public franchise, it cannot relieve itself of liability even through the employment of an independent contractor."

In other words, this higher court held that as the A— Transit Lines is the holder of a public franchise it cannot, by employing an independent contractor, delegate its duties under

the franchise so as to absolve itself from liability.

Can a Public Service Commission appeal a lower court's decision which follows state laws?

According to a late higher court decision a Public Service Commission cannot appeal from a lower court's decision pertaining to operation of motor vehicles, if it fails to strictly follow state laws.

For example, in *The A— C— C— v. P— M— T— C—*, 317 Pac. (2d) 562, the testimony showed that the P— M— T— C— filed suit in the State's Superior Court against the A— C— C— to vacate and set aside an order of the C—. Judgment was rendered in the lower court in favor of P— M— T— C—, and the A— C— C— filed a purported notice of appeal.

The higher court refused to listen to or render a judgment of the C—'s appeal because it had not strictly followed a state law with respect to legal procedure for filing the appeal.

Does a "collision" automobile insurance policy include vehicle vs highway?

Recently a higher court rendered an important decision to the effect that a "collision" automobile insurance policy includes collision of the vehicle with the "highway."

For illustration, in *E— Liability Assur. Corp. v. G— & K—*, 299 S. W. (2d) 175, Texas, the testimony showed facts, as follows: Where a trailer truck on which a caterpillar tractor was being transported tipped causing the tractor to fall to the pavement, the court held that there was a "collision" within the meaning of insurance policies insuring the tractor against damage caused by a collision. The court said:

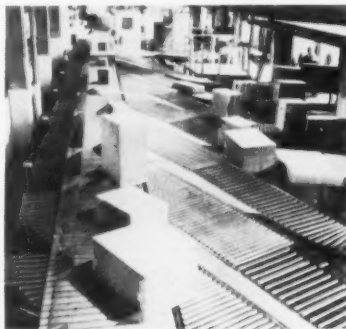
"There can be a collision within the meaning of the policies when the object with which the vehicle collides is the roadbed."

Do states forbidding truck company stock sales before permit, include optional agreements?

A higher court held that where the word "sale" is used in a state statute (forbidding the sale of any security or negotiatiton for its sale unless the sale is first authorized by the commissioner of corporations) the law includes a contract of sale, an attempt to sell, an option of sale, or an offer to sell.

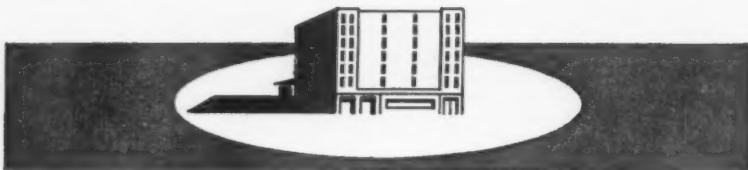
For example, in *S— v. C—*, 316 Pac. (2d) 717, one S— sued (Please Turn to Page 96)

Sorting System



A new high-speed electro-automated assorter-conveyor that can separate 3000 packages per hour is now in operation at the Railway Express Terminal in Long Island City, N. Y. Special slides, produced by Grant Pulley and Hardware Corp., Flushing, N. Y., enable the new device to discharge express packages safely and automatically

Warehouse SPOTLIGHT



UVL Explores Space Utilization at Mississippi Convention

United Van Lines' agents, gathering in Edgewater Park, Miss., for their Annual Convention, explored the realm of space and its utilization.

Such authorities as Otto F. Christenson, chairman of the National Industrial Council, Nuclear Energy Commission, and Dr. John P. Hagen, director of Project Vanguard (the Navy's earth satellite program) addressed the Convention.

—DA—

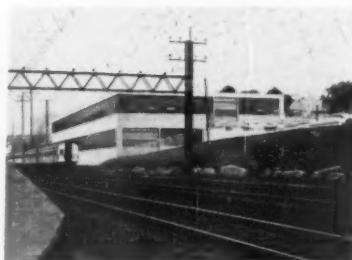
Volume of intercity freight tonnage moved by truck during October rose 3.2 per cent above the level for Oct. 1957, the Research Dept. of the American Trucking Association announced.

—DA—

MoWA Elects New Slate for '59

Meeting in St. Louis, Mo., for their 35th Annual Convention, members of the Missouri Warehousemen's Association, Inc., elected Wallace W. Barr, Crooks Terminal Warehouses, Inc., president; Horace A. Prosser, Prosser's Moving and Storage Co., general vice president; and John E. Drury, B and L Drayage and Warehouse Co., Inc., general secretary-treasurer.

New Terminal



Complete warehouse and distribution services are offered by this new terminal in the Port Chester, N. Y., area. Known as the Port Chester Terminal Warehouse Corp., it is located at 33 New Broad St. and has 24,000 sq ft of ground floor space.

—DA—

Pettit to Head IWA Offices

The Indiana Warehousemen's Association held its Annual Meeting in Indianapolis, Ind., recently and elected the following as officers: Joseph Pettit, Pettit Warehouses, Inc., president; Howard Foley, Merchandise Warehouse Co., Inc., vice president; and John Culley, Ingle Street Warehouse Co., secretary-treasurer.

—DA—

New additions to Allied Van Lines are: Alley Moving & Storage, Hays, Kan.; General Storage Co., Clarksburg, W. Va.; and Graebel Moving and Storage, Appleton, Wis.

Edgett Greets NAVL Gathering, Presses for Improved Service

James D. Edgett, president of North American Van Lines, Inc., warned the 700 agents assembled for the Lines' 25th Anniversary Convention that moving companies and agents that do not redouble their efforts for improved quality of services "will fall by the wayside."

Edgett predicted that the moving industry will progress into a billion dollar business within the next 10 years.

—DA—

The U. S. Dept. of Agriculture's latest biennial survey of the Capacity of Refrigerated Warehouses in the U. S. reports a total of 2673 plants operating over 901 million cu ft of space. Eight-hundred-and-seventy-nine of these plants are public refrigerated warehouses with over 333 million cu ft of freezer space and nearly 212 million cu ft of cooler space.

—DA—

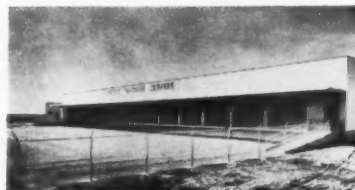
Men in the Spotlight

Thomas M. Bates—joins Allied Van Lines, Inc., as central field representative quartered at Broadview, Ill.

Arnold Weissberger—appointed chairman, Household Warehouses Div. 1959 New York March of Dimes Campaign.

Charles L. Hammond—new acting manager, Union Transfer and Storage Co., Houston, Texas.

Distribution Center



Fortune Transfer Co. recently opened its new warehouse in Seattle, Wash. The warehouse is 50-ft wide, 230-ft long, and has clearance of 14 ft with no obstructions. Two spur tracks and team track, accommodating 14 railroad cars, make direct loading and unloading possible. A portable office with electrical and telephone jacks can be moved to any section of the building.

DISTRIBUTION AGE

Warehouse Briefs

U. S. Trucking Corp. has leased 14 acres of land and 250,000 sq ft of warehouse buildings in Fairview, N. J., for its Industrial Terminal Div.

Wisconsin Warehousemen's Assn., meeting recently, adopted a resolution objecting to a proposed change in the Milwaukee building code which would require inner doors on existing freight elevators.

North American Van Lines, Inc. named John Regan of McDonald Moving and Storage, Framingham, Mass., distinguished salesman.

Atlas Van Lines, Inc., is moving its headquarters from Chicago to Evansville, Ind., in the spring of 1960 following construction of 15,000 sq ft terminal at Indiana City.

Robertson Transfer Co., Tuscaloosa, Ala., accepted into membership of Allied Van Lines, Inc.

Filon Plastics Corp., El Segundo, Calif., has opened a new warehouse to serve the Southeastern portion of the U. S.

The Keystone Warehouse Co., Buffalo, N. Y., has announced the start of construction on a 72,000 sq ft warehouse. The 360 x 200 ft building will provide unloading space for 16 rail cars and eventually for 40 docks.

At the recent Annual Convention of National Van Lines, Inc., Ben Kotch was presented a bronze plaque for his contribution to the moving and storage industry in developing the Kotch-Matic system for inventorying storage lots in warehouses.

Among topics discussed at the Fall Meeting of the National Assn. of Refrigerated Warehouses Executive Committee in New Orleans were emergency food stockpiling, government competition, uniform commercial code, and economic research.

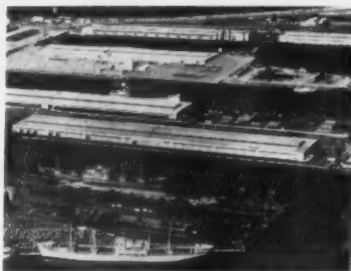
—DA—

The National Assn. of Refrigerated Warehouses, Washington, will work in cooperation with the National Assn. of Frozen Food Packers to draft the Frozen Food Code. Subcommittees will deal with transportation and in-plant refrigeration, processing equipment, and retail refrigeration.

—DA—

The Safety Committee of the National Association of Refrigerated Warehouses, Inc. has announced a new Accident Analysis service—the exchange of safety problems incurred by refrigerated warehousemen and suggested precautions issued in bulletin form.

Grain Elevator Planned



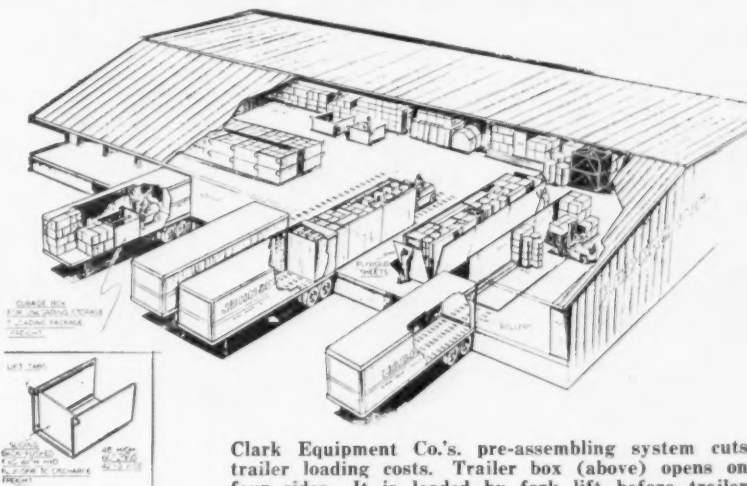
The Port of Long Beach will construct a million dollar bulk grain elevator with half a million bushels' capacity

Modern Terminal



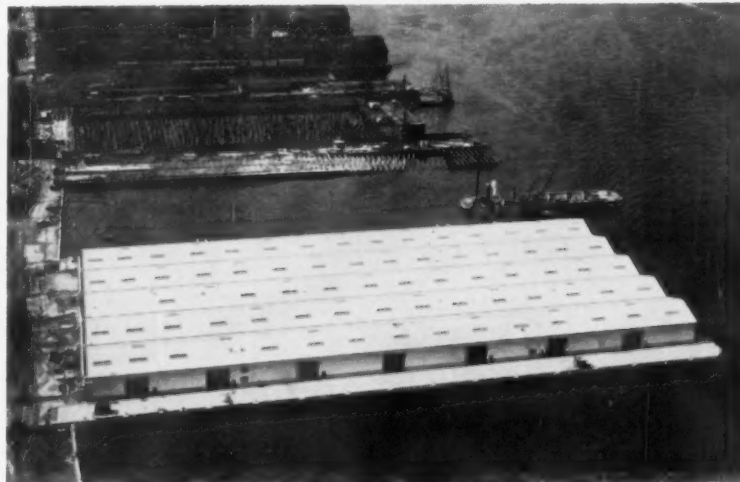
Consolidated Freightways' new terminal at San Leandro, Calif., uses 14 acres of a 31-acre tract. New equipment includes a 900-ft conveyor which circles the dock area like a merry-go-round

Method for Pre-Assembling Freight Shipments



Clark Equipment Co.'s pre-assembling system cuts trailer loading costs. Trailer box (above) opens on four sides. It is loaded by fork lift before trailer arrives. Box then is placed in trailer via rollers. Cubage box (left) holds goods until fork truck plunger moves load from box to trailer

New Wide Finger Pier



The \$5,900,000 two-berth pier in the Fulton Terminal Area of the Brooklyn-Port Authority Piers, the widest finger pier in the New York-New Jersey Harbor, was turned over to the Meyer Line recently. It was built by the Port of New York Authority

Warehouse Directory

Listed below are the more than 300 public warehouses whose services are advertised in this issue of DISTRIBUTION AGE. The listing is alphabetical by city and state. Included are general merchandise warehouses, refrigerated warehouses, and household goods warehouses. Also listed are certain warehouse sales organizations.

Additional information on the services and facilities of particular warehouses shown in the listing can be obtained by turning to the advertisements on the following pages. The advertisements appear in the same geographical, alphabetical sequence as the listings below. Still more information can be had by writing directly to the warehouse.

ALABAMA

Birmingham
Harris Warehouse Co.
Strickland Tfr. & Whse. Co.
Dothan
Security Bonded Whse.

ARIZONA

Phoenix
B-Z-Bee Transp'n. & Whse. Co.
Lightning Mvng. & Whse.

ARKANSAS

Little Rock
Commercial Warehouse Co.

CALIFORNIA

Long Beach
Signal Trucking Service Ltd.
Los Angeles
Beking Warehousing Corp.
Davies Warehouse Co.
Pacific Coast Terminal Whse. Co.
Pacific Commercial Whse., Inc.
Signal Trucking Service Ltd.
Star Truck & Whse. Co.
Oakland
Howard Terminal
San Diego
Lyon Van & Storage Co.
San Francisco
San Francisco Whse. Co.

COLORADO

Colorado Springs
Welcker Tfr. & Stge. Co.
Denver
Larsen Tfr. & Stge. Co.
North Denver Tfr. & Stge.
Welcker Tfr. & Stge. Co.
Pueblo
Burch Whse. & Tfr. Co., Inc.
Welcker Tfr. & Stge. Co.

CONNECTICUT

Danbury
Shepard's Warehouse
Hartford
George E. Dewey & Co.
Hartford Despatch & Whse. Co., Inc.
New Haven
Atlantic Bonded Whse. Corp.
Smedley Company
Stamford
Schaefer, Inc.

DELAWARE

Dover
Delmarva Whses., Inc.

DISTRICT OF COLUMBIA

Washington
Commercial Storage Co.
Kane Warehouse Company
Terminal Stge. Co. of Wash.

FLORIDA

Jacksonville
Laney & Duke Stge. Whse. Co., Inc.
M & M Term'l. Whse. Company
Peninsular Whse. Company
Union Terminal Whse. Co.
Miami
Colonial Warehouse, Inc.
International Bonded Whse. Corp.
Santini Bros., Inc.

GEORGIA

Atlanta
American Bonded Whse.
Coweta Bonded Warehouse
Savannah
Savannah Bonded Whse. & Tfr. Co.

HAWAII

Honolulu
City Transfer Co., Ltd.
H C & D Mvng. & Stge.

ILLINOIS

Cairo
Hudson Warehouses
Chicago
Affiliated Whse. Companies
American Chain of Whses., Inc.
Anchor Storage Co.
Associated Warehouses, Inc.
Crooks Terminal Whses., Inc.
Currier-Lee Whses., Inc.
Equipment Storage Corp.
Griswold & Bateman Whse. Co.
Grove Storage Co., Inc.
Joyce Bros. Stge. & Van Co.
Lincoln Mayflower Whses.
Majestic Whses., Inc.
Midland Warehouses, Inc.
North Pier Terminal
Packers Term'l. & Whse. Corp.
Producers Warehouse Co.
Riverside Warehouse
Soo Terminal Whse.
Sykes Terminal Whse. Co.
Thomson Terminals, Inc.
Wakem & McLaughlin, Inc.
Western Warehousing Co.
East St. Louis
McMahon Transfer & Whse. Co.
Mid-America Term'l. Whse., Inc.
Mississippi Avenue Whse.
National City Public Whse.

Joliet

Joliet Whse. & Tfr. Co.
Transit Whse. & Dist. Co.

Kankakee

Belt Route Whse. & Stge. Co.

Peoria

United Facilities, Inc.
Vandalia
Vandalia Whse. Corp.

INDIANA

Elkhart
Schult General Warehouse
Evansville
Beeler Warehouse Corp.
Ingle Street Whse. Co.
Mead Johnson Terminal Corp.
Terminal Whse., Inc.
Fort Wayne
Fort Wayne Storage Co., Inc.
Mitchell Sales & Stge., Inc.
Pettit Whses., Inc.
Hammond
Illiana Storage Co., Inc.
Nowak Warehouses, Inc.
Indianapolis
Indiana Term'l & Refrig. Co.
Indianapolis Whse. & Stge. Co., Inc.
Merchandise Whse. Co., Inc.
Strohm Whse. & Cartage Co.
Muncie
Oren-Shirley Whses.

IOWA

Cedar Rapids
American Tfr. & Stge. Co.
Cedar Rapids Tfr. & Stge. Co.
Davenport
Roederer Transfer & Storage Co.
Dubuque
Dubuque Stge. & Tfr. Co.
Marshalltown
Rinehart Moving & Storage Service

KANSAS

Kansas City
G-K Warehouses, Inc.
Wichita
Brokers Office & Whse. Co.
Merchants Van & Stge. Co.
Service Transfer, Inc.
United Warehouse Company
Yellow Van Moving & Stge. Co.

KENTUCKY

Louisville
Louisville Public Whse. Co.
Mid-Land Warehouse Co., Inc.
Winchester
Winn Avenue Whses., Inc.

LOUISIANA

New Orleans
H. G. Bauer Mvng. & Stge.
Commercial Term'l Whse., Inc.
Gulf Shipside Storage Corp.
Hayes Drayage & Storage, Inc.
Jackson Warehouses, Inc.
Maloney Tking. & Storage, Inc.
Standard Warehouse Co., Inc.
Shreveport
Herrin Tfr. & Whse. Co., Inc.

MAINE

Bangor
Galt Block Warehouse Co.
McLaughlin Warehouse Co.

MARYLAND

Baltimore
Camden Warehouses
Davidson Transfer & Stge. Co.
Rowley Whsing. & Distributing, Inc.

MASSACHUSETTS

Boston
Charles River Stores operated by Merchants Whse. Co.
Commodity Warehouse Corp.
Hoosac Storage & Whse. Co.
Kelso Warehouses, Inc.
National Dock & Stge. Whse. Co.
Standard Storage Co.
Wiggin Terminals, Inc.
Lowell
Curran-Morton of Lowell, Inc.
Springfield
Pioneer Valley Refrig. Whse., Inc.

MICHIGAN

Detroit
Central Detroit Whse. Co.
Detroit Harbor Term'ls, Inc.
Grand Trunk Whse. & C. S. Co.
John F. Ivory Storage Co., Inc.
Jefferson Terminal Whse.
Lake Shore Warehouse, Inc.
United States Cold Stge. Corp.

Saginaw
Central Warehouse Co.

MINNESOTA

Minneapolis
Minneapolis Terminal Whse. Co.
Security Warehouse Co.
St. Paul
Central Warehouse Co.
St. Paul Term'l Whse. Co.

MISSOURI

Joplin
Sunflower Tfr. & Stge. Co.
Kansas City
Adams Tfr. & Storage Co.
Central Storage Co.
Crooks Terminal Whses., Inc.
Evans Whse. Service
G-K Whses., Inc.
Jacobs Warehouse Co., Inc.
Kansas City Term'l Whse. Co.
Midwest Terminal Whse. Co.
St. Louis
Keystone Warehousing Co.
S. N. Long Warehouse
Madison St. Term'l. Whse. Corp.
Rutger St. Whse., Inc.
St. Louis Terminal Whse. Co.
Tyler Whse. & Cold Stge. Co.
Warehousing Corp. of Mo., Inc.
Springfield
General Warehouse Corp.

NEBRASKA

Lincoln
Sullivan Tfr. & Stge. Co.
Omaha
Ford Stge. & Mvng. Co.
Gordon Stge. Whses., Inc.
Omaha Central Whse. Co.

NEW HAMPSHIRE

Manchester
McLane & Taylor Corp.

NEW JERSEY

Atlantic City
Atlantic Moving & Storage Co.
Camden
Camden Marine Terminals
Evenson & Levering
Elizabeth
Wheeling Transportation, Inc.
Jersey City
Cooke Warehouse Corp., J. Leo
Wheeling Transportation, Inc.
Newark
Federal Stge. Whses.
Port Newark
Wheeling Transportation, Inc.
Trenton
Anchor Warehouse Co.
Delaware Valley Whse. Co.

NEW YORK

Brooklyn
Empire State Whses. Co.
Buffalo
American Household Stge. Co.
Buffalo Merchandise Whses., Inc.
Keystone Warehouse Co.
Knowlton Warehouse, Inc.
Geo. Lamb's Sons
Lederer Terminals
Wilson Warehouse, Inc.

Deer Park, L. I.
Pinter Warehouse, Inc.
Dunkirk
Tidewater-Cleveland Stge.
Corp.

New York City
Affiliated Wsae. Companies
American Chain of Wsae., Inc.
Associated Warehouses, Inc.
Bowling Green Stge. & Van Co.
Chelsea Fireproof Stge. Wsae.
Santini Brothers, Inc.
West Side Warehouses, Inc.
Richmond Hill, L. I.
Kew Gardens Stge. Wsae., Inc.
Rochester
Geo. M. Clancy Carting Co.,
Inc.

Syracuse
Great Northern Wsae., Inc.
King Storage Wsae., Inc.
Paul-Jeffrey Company
White Plains
J. H. Evans & Sons, Inc.

NORTH CAROLINA
Charlotte
American Stge. & Wsae. Co.,
Inc.
Dixie Cartage & Whsng. Co.
Union Wsae. Co., Inc.

Raleigh
Carolina Stge. & Dist. Co.
Raleigh Bonded Wsae., Inc.

NORTH DAKOTA
Fargo
Union Storage & Tfr. Co.

OHIO
Akron
Cotter Merchandise Stge. Co.
Canton
Canton Storage, Inc.
Cincinnati
Cincinnati Term. Wsae., Inc.
Cleveland
Assembly Distribution Service,
Inc.
Conaty Warehouse Co.
Lederer Terminals
National Terminals Corp.
Railway Warehouses

Columbus
Central Ohio Warehouse Co.
Columbus Term. Wsae. Co.
Merchandise Wsae. Co.
Neilston Storage Co.
Ohio Warehouses, Inc.
Dayton
Dayton Warehouses, Inc.
Lewis & Michael, Inc.
Union Storage Co.
Toledo
Edgar's Warehouses
Great Lakes Term. Wsae. Co.
Merchants & Mfrs. Wsae. Co.
Toledo Terminal Wsae., Inc.

Youngstown
Lederer Terminals
OKLAHOMA
Oklahoma City
General Warehouse Corp.
O. K. Tfr. & Stge. Co.
Tulsa
General Warehouse Corp.

OREGON
Portland
Holman Transfer Co.
Lyon Van & Storage Co.
Oregon Transfer Co.
Rapid Transfer & Stge. Co.
Rudie Wilhelm Wsae. Co.

PENNSYLVANIA
Allentown
Hummel Warehouse Co., Inc.
Butler
Nicholas Tfr. & Stge. Co.
Erie
Erie Warehouse Co.
M. V. Irwin Moving & Stge.
Harrisburg
Central Storage & Transfer Co.
Harrisburg Storage Co.
Harrisburg Warehouse Div.,
Western Whsng. Co.
Lancaster
Lancaster Storage Co.
Philadelphia
Commercial Warehousing Co.
Gallagher's Wsae., Inc.

Mack Warehouse Corp.
Merchants Wsae. Co.
Pennsylvania Whsng. & Safe
Deposit Co.
Terminal Warehouse Co.
Pittsburgh
Beacon Warehouse, Inc.
Shadyside Tfr. & Stge. Co., Inc.
White Terminal Co.
Scranton
Mifflin Warehouse Co.
Quackenbush Warehouse Co.
Williamsport
Williamsport Storage Co., Inc.

SOUTH CAROLINA
Charleston
Berkeley Storage Co.
Charleston Wsae. & Fwdg.
Corp.
Columbia
Carolina Bonded Stge. Co.

TENNESSEE
Chattanooga
Chattanooga Wsae. & C.S. Co.
Memphis
Mayer Wsae. & Term., Inc.
Midwest Terminal Wsae. Co.
Poston Warehouses, Inc.
Valden Warehouse
Nashville
Bond, Chadwell Co.
Central Van & Stge. Co.

TEXAS
Corpus Christi
Crocker Transfer & Stge. Co.,
Inc.
Dallas
Cliff Delivery Service
Dallas Transfer & Term. Wsae.
Interstate-Trinity Wsae. Co.
El Paso
El Paso Term. Wsae., Inc.
International Wsae. Co.
Fort Worth
Blynon O'Keefe Stge. Co.
Johnson Stge. & Van Co.
United States Cold Stge. Corp.
Houston
American Warehouses, Inc.
Houston Central Wsae. & C.S.
Co.

Houston Term. Wsae. & C.S.
Co.
Houston Warehouse Service,
Inc.
Patrick Tfr. & Stge. Co.
T.P.C. Stge. & Tfr. Co., Inc.
Texas Service Wsae. Co.
Union Transfer & Stge. Co.
Universal Term. Wsae. Co.
Wald Term. Wsae. Co., Inc.

UTAH
Salt Lake City
Central Warehouse
Redman Van & Storage Co.

VIRGINIA
Norfolk
Security Storage & Van Co.
Southgate Storage Co., Inc.

WASHINGTON
Seattle
Taylor-Edwards Wsae. & Tfr.
Co., Inc.
Spokane
Riverside Warehouses, Inc.
Taylor-Edwards Wsae. & Tfr.
Co., Inc.

WEST VIRGINIA
Dunbar
Guaranty Storage Co.

Huntington
Service Warehouse Corp.
WISCONSIN
Green Bay
Leicht Tfr. & Stge. Co.

Madison
Hansen Stge. of Madison, Inc.
Milwaukee
American Warehouse Co.
Hansen Storage Co.
National Warehouse Corp.
Terminal Storage Co.

CANADA
Toronto, Ont.
Howell Warehouses Ltd.
Terminal Warehouses Ltd.
Toronto Storage Co. Ltd.
Montreal, Que.
St. Lawrence Warehouse, Inc.

BIRMINGHAM, ALA.

1880—Seventy-nine Years of Service—1959

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Pool Cars Handled
Member of A.C.W.—A.W.A.—N.F.W.A. Agents for Allied Van Lines, Inc.

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Pool Car Service a Specialty—Motor Truck Service
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Motor Freight Service to all points.
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Represented by A.W.I. Agents for United Van Lines



PHOENIX, ARIZONA

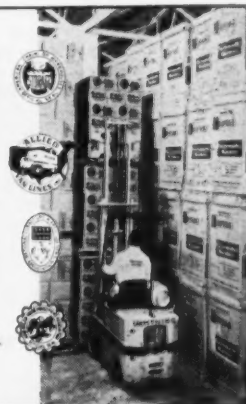
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for all types of general merchandise.

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 - Local Cartage Service
 - Pool Car Distribution
 - Inside Truck Loading
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- Consign shipments via S.F. — S.P.
Storage and Nationwide moving of household goods.
Represented by
American Chain of Warehouses
Allied Distribution
Member American Warehousemen's Association



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Represented by Allied Distribution, Inc.
Member of A.W.A.



COMMERCIAL WAREHOUSE CO.
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LITTLE ROCK, ARK.

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SPruce 5-2067 • Terminal 4-2564
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W. C. Elliott, Manager

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Completely palletized. Priv. Siding SP-14 Car Cap.—
12 truck dock.

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- ✓ LOW INSURANCE RATES
- ✓ COMPLETELY MECHANIZED
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CHICAGO NEW YORK

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POOL CAR DISTRIBUTION STORAGE IN TRANSIT
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EXPERIENCED, EFFICIENT, BONDED PERSONNEL
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Distribution 120 Pieces Motor Equipment
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WAREHOUSING • DISTRIBUTING • DRAYING
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HOWARD TERMINAL

Established 1900
95 MARKET STREET • OAKLAND 4, CALIFORNIA

SAN DIEGO, CAL. NFWA

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Largest commercial warehouse in San Diego area. Santa Fe spur, free switching any R.W. 5 fork lifts. 100,000 sq. ft. Sprinklers.

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P O B 13066 Z 13, San Diego, Calif.
GRIdley 7-3191

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LET LYON GUARD YOUR GOODS AWA

SAN FRANCISCO, CAL. SUtter 1-3461

SAN FRANCISCO WAREHOUSE CO.

COMPLETE WAREHOUSE SERVICE
500,000 Sq. Ft.

General Merchandise
United States Customs and
Internal Revenue Bonded Storage
Draying and Pool Car Distribution
Office Accommodations and
Telephone Service

605 THIRD ST., SAN FRANCISCO 7
Teletype SF933

Member
American Warehousemen's Assn.
Distribution Service, Inc.

Colorado Springs, Colo. SIERRA MADRE at LAS ANIMAS

WEICKER TRANSFER & STORAGE CO.

- ★ Pool car distribution—
- ★ Moving, packing, shipping.
- ★ Crane, Winch, Heavy hauling equipment.

Agent ALLIED Van Lines

In Denver call LARSEN

Specializing in General Merchandise Storage and Pool Car Distribution

- TELETYPE DN 536
- PRIVATE SIDING I.P.
- FREE SWITCHING
- SPRINKLERED SPACE
- LOCAL DELIVERIES
- LOW INSURANCE RATE

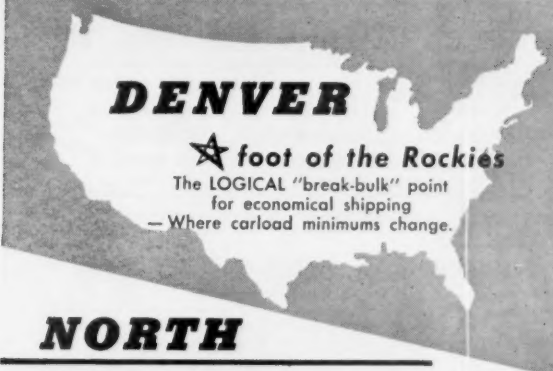
LARSEN TRANSFER & STORAGE CO.

P.O. Box 5152 Terminal Annex Denver 17, Colorado

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Affiliated WAREHOUSE COMPANIES

NEW YORK CHICAGO

and Firms are Arranged Alphabetically



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★ foot of the Rockies

The LOGICAL "break-bulk" point for economical shipping
— Where carload minimums change.

NORTH DENVER

★ the logical place to Warehouse!

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- ★ BUILDINGS
- ★ HANDLING METHODS
- ★ OFFICE PROCEDURES

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TRANSFER & STORAGE COMPANY

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Denver 5, Colorado

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20 E. Jackson Blvd. 11 West 42nd St.
WA 2387 PENN 8-5967

DENVER, COLO. 1700 Fifteenth, Denver 17, Colo.

WEICKER TRANSFER & STORAGE CO.

★ 340,000 sq. ft. of modern concrete and mill constructed buildings for mds. and house-hold goods storage.

★ Pool car distribution—12 car siding.

★ Moving, packing, shipping.

★ Crane, Winch, Heavy hauling equipment.

★ Operate a statewide, daily motor freight service under regulation of the Public Utilities Com. Connection with Interstate Truck Lines to distribution facilities in sale- and Colorado Springs and Pueblo.

Low Insurance Rates

★ AGENT ALLIED VAN LINES—

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BURCH WAREHOUSE AND TRANSFER CO., INC.

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Modern Sprinklered Fireproof Building—Freight Forwarding and Distribution—Household and Merchandise Storage.

PACKING AND SHIPPING

PUEBLO, COLO. 128-130 SOUTH MAIN

WEICKER TRANSFER & STORAGE CO.

• Modern Sprinklered Building
• Household and Merchandise Facilities

• Pool Car Distribution
• Freight Forwarding and Distribution

★ AGENT ALLIED VAN LINES—

DANBURY, CONN. In the Gateway to So. New England

You're Sure of Service When You Ship to
SHEPARD'S WAREHOUSE

THE GEO. A. SHEPARD & SONS CO.
BETHEL, CONN. TEL.: Pioneer 8-3568

Our warehouse—75,000 sq. ft., sprinklered, heated, with private siding—is located just 3 mi. from Danbury, on the New Haven R.R., 60 mi. from N.Y.C. Easy access truck routes US 6 & 7.

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11 Donald St., Hartford 5, Conn.

100,000 sq. ft. warehousing space; 8-car private siding; complete ADT fire, burglary protection; 100% sprinklered warehouse. Teletype H. F. 287 or write...

HARTFORD, CONN. U. S. CUSTOMS BONDED WAREHOUSES

HARTFORD DESPATCH H and WAREHOUSE CO., Inc. H

410 Capitol Ave., Hartford 1, Conn.

★ Public Storage ★ Pool Car Distribution
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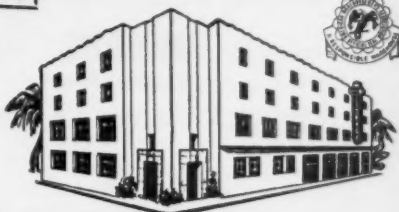
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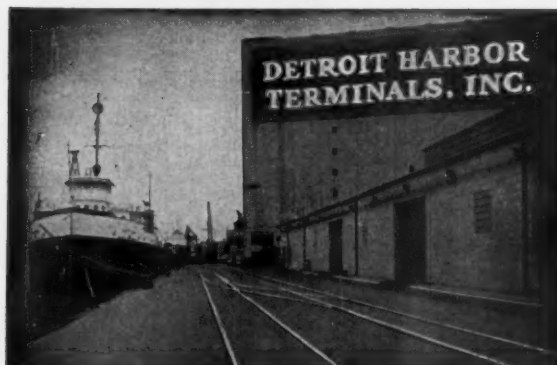
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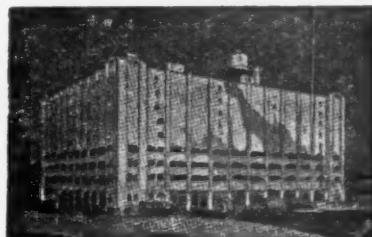
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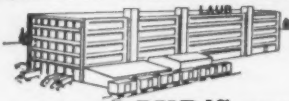
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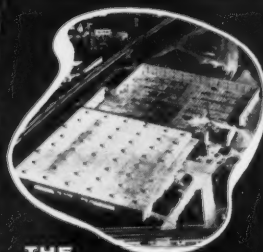
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Merchandise storage • Pool car distribution •
Fireproof • Private siding Nickel Plate Road
• Free switching • Negotiable receipts •
Transit storage arrangements • Motor truck
service • Located in Jobbing district.
Member of A.W.A.—O.W.A.—Toledo C. of C.



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Private Sidings
Erie and P.&L.E.

LEDERER TERMINALS



... HAVE SOMETHING IN STORE for you ...
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TRANSIT STORAGE

GENERAL WAREHOUSE CORP.

911 S. WALKER ST., OKLAHOMA CITY, OKLA.

PHONE: REGENT 9-1424

RALPH HUGHES, Mgr.

OKLAHOMA CITY, OKLA.

Established 1889

O. K. TRANSFER & STORAGE CO.



GENERAL WAREHOUSING AND DISTRIBUTION

TULSA, OKLA.

TAX FREE TRANSIT STORAGE

GENERAL WAREHOUSE CORP.

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IN PORTLAND, OREGON

... Since 1864
EXPERIENCED SHIPPERS
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WAREHOUSING • DISTRIBUTION • TRUCKING
48 S. E. HAWTHORNE BLVD.



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GENERAL WAREHOUSING AND DISTRIBUTION

Complete distribution services from ex-
clusively commercial warehouse. Served
by all RR. Drayage. Gas fork lifts.
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CApital 8-8343

LET LYON GUARD YOUR GOODS



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IN PORTLAND • GET THE JOB DONE RIGHT WITH...

OREGON TRANSFER CO.

• WAREHOUSING • TRUCKING
• DISTRIBUTION

1238 N. W. Glisan St.
Portland 9, Oregon
Phone CA 7-1281

Represented by:
Distribution Service, Inc.

PORTLAND, ORE.

"40 years of Satisfied customers"

Remember RAPID is our first name.

Rapid Transfer & Storage Company

907 N. W. Irving Street

Portland, Oregon

DISTRIBUTION—STORAGE—LOCAL DRAYAGE

Represented by Associated Warehouses

549 W. Randolph St., Chicago 6, Ill.—52 Vanderbilt Ave., N. Y. 17, N. Y.

IN
PORTLAND, ORE.
IT'S...

Rudie Wilhelm

1233 N. W. 12th AVENUE (9)
CApital 7-0561

ALLENTOWN, PA.

Member A.W.A.

Hummel Warehouse Company, Inc.

728-40 North 15th Street

Complete Merchandise Storage and
Pool Car Distribution

Truck Service—P.U.C. and I.C.C. Certificate
Private Siding—L.V.R.R.

BUTLER, PA.

C. W. NICHOLAS, Pres. Est. 1902

O. H. Nicholas Transfer & Storage Co.

324 So. McKean St.

Merchandise and Household Goods

Pool Car Distribution
3 Car Sidings

Packing and Crating
Free Switching

2 Warehouses 41,000 sq. ft.

ERIE, PA.

MEMBER



ERIE WAREHOUSE CO.

COMMERCIAL STORAGE AND
POOL CAR DISTRIBUTION
THROUGHOUT NORTHWESTERN
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M.V. IRWIN **MOVING AND STORAGE**
OFFERS ERIE'S LARGEST AND MOST MODERN
STORAGE AND WAREHOUSE FACILITIES
DOORS ACCOMMODATE RAILROAD CARS, TRUCKS
• TRANSPORTATION • POOL CAR DISTRIBUTION
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WESTERN WAREHOUSING CO.

HARRISBURG WAREHOUSE DIV.
GENERAL MERCHANDISE STORAGE
POOL CARS DISTRIBUTED
BRICK BUILDING—LOW INSURANCE
STORE DOOR DELIVERY ARRANGED FOR
PENNA. R. R. SIDING
OPERATING KEYSTONE WAREHOUSE

HARRISBURG, PA.

12-car siding, PRR.

40,000 sq. ft. MODERN WAREHOUSE FACILITY
Efficient freight handling equipment.



EXPEDITIOUS DISTRIBUTION

throughout Eastern Pennsylvania -
serving Pool Car and Pool Truck
Shippers. 75 vehicles. 10,000 sq. ft.
terminal dock. Additional terminals
in York and Lancaster, Pa.

Central
Pyramid of Service

STORAGE & TRANSFER CO.

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LANCASTER STORAGE CO.

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Merchandise and Household Goods Storage

Crating—Domestic and Export, Carload Distribution
Local, Long Distance Moving

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Member of A.W.A.—P.W.A.

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Meadow and Wolf Sts. Philadelphia 41 DEwey 4-8000
Complete Storage and Distribution Service
Private Siding • Pool Car Distribution
Low Insurance Rates

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INC. 1902

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COMPLETE STORAGE & POOL CAR
DISTRIBUTION SERVICE
STORAGE IN TRANSIT

PENNSYLVANIA RAILROAD SIDING
MEMBER—"AMERICAN WAREHOUSEMEN'S ASSN."

PHILADELPHIA, PA.

Established 1865

Gallagher's Warehouses, Inc.

708 South Delaware Avenue, Philadelphia 47

Merchandise Storage Storage in Transit
Direct Siding—Penna. R.R. and Reading R.R.
Pool Car Distribution
Represented by Associated Warehousemen, Inc.
New York (17) Deliveries Chicago (6)
52 Vanderbilt Ave. City and Suburban 549 W. Randolph St.
Murray Hill 9-7645 RAndolph 6-4457

IDP Spurs Efficiency . . .

(Continued from Page 39)

sonably high. If every model of every part for every machine made by the company was kept in stock, 100 per cent availability, inventory costs and obsolescence costs would be very high. The Central Parts Division of Clark maintains about 92 per cent availability at the depot. The communications system is used to advantage here, however. If a part not in stock is ordered, rush calls can be sent out on the teletype to all of the 13 distributors who maintain their own parts depots.

In this way the chance of locating a scarce part in stock is greatly improved; the real availability of parts is greatly increased without increasing warehousing costs.

The operation at Clark is still too new to yield any cost figures. The communications system was set up with the totals of postage, telephone, and telegram costs to

Clark and to the dealers as its practical cost limit.

Clark officials feel sure that the cost of the leased wires will not exceed that total, and even may fall below it. The present parts depot will probably show a cost saving of about 10 to 12 per cent over the total costs for the four it replaces. It represents a cost for building and equipment, not including inventory, of about \$3,500,000. The inventory is valued at about \$14,000,000.

When the teletype system was first put into operation, some difficulty was encountered with garbled messages. This has been eliminated now. Errors are very minor, and easily located and corrected.

Trucks used in the warehouse are color coded by departments so that they can be easily located and identified. This reduces "borrowing" of trucks within the plant.

Clark stores more than four and one half million parts in both bins and baskets. They are placed on shelves and pallets. The complete operation uses seven acres. ●
(Resume Reading on Page 40)

Cylindrical Containers Unitized



A new method of unitizing cylindrical containers for the new Rheem sterile pack, a 55-gal drum containing food concentrates, has been developed by Western Pacific Railroad Co. By subjecting the drums to 1700 miles of rail handling, both the containers and the unitization method were proved successful

and Firms are Arranged Alphabetically

PHILADELPHIA, PA.

MACK WAREHOUSE CORPORATION

Penn & Unity Streets, Philadelphia 24, Pa.
Cumberland 8-7010-7011

WAREHOUSING DISTRIBUTION

- ★ Over 800,000 square feet of ideal storage space
- ★ Four buildings in south, central and northeast sections of the city including convenient waterfront locations
- ★ Storage-in-transit
- ★ Pool car distribution
- ★ Export packaging
- ★ Mobile crane and fork lift equipment
- ★ Ample truck docks
- ★ PRR, RDG & B&O Railroad sidings
- ★ Experienced & efficient personnel

OTHER FACILITIES

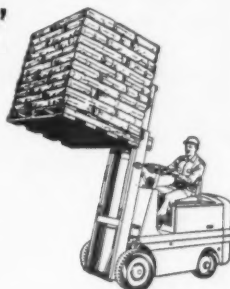
Evenson & Levering Company—Division of Mack Warehouse Corp., Camden, New Jersey

400,000 Square feet of well-planned storage space

Mack Transportation Company, Philadelphia, Pa.

400 Trucks, tractors and trailers

"MERCHANTS" for smooth, economical distribution in Philadelphia



Select the "Merchants" services and facilities which best suit your needs. 11 big, modern, sprinklered, strategically situated warehouses—totaling 1,500,000 sq. ft. of storage area—located in Philadelphia's wholesale, shipping and distributing centers. Served by Penna., Reading, and B&O Railroads. Storage-in-transit privileges by rail and water. Sheltered truck platforms. Free and bonded storage of all kinds of goods. Low insurance rates. Send for booklet and complete details.

MERCHANTS WAREHOUSE CO.

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Tel WALnut 5-8070



**Public
warehousing is
profitable in**

PHILADELPHIA

Yes, we can prove to you that distribution through "Pennsylvania" is more flexible, efficient and economical than branch facilities. Here are 22 big, modern warehouses—strategically located to serve this key marketing area. Over 1,000,000 sq. ft. of free and bonded storage space; low insurance rates.

Workmen are careful and competent. Modern mechanized equipment moves the most difficult commodities safely and swiftly. Exceptional rail and highway facilities. One- to 10-ton trucks for fast store-door delivery. Write us today for full information about the money-saving advantages "Pennsylvania" offers you in Philadelphia.

REPRESENTATIVES:

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Henry H. Becker, 53 W. Jackson Blvd., Chicago 4

PENNSYLVANIA

WAREHOUSING & SAFE DEPOSIT CO.

303 Chestnut Street • Philadelphia 6, Pa. • Tel. LOmbard 3-3893



TERMINAL WAREHOUSE CO.

91 Fairmount Ave. Phone MArket 7-0160 Phila. 23, Pa.
Storage—Hauling—Pool Car Distribution—U. S. Customs Bonded—

Storage in Transit—Reading & PRR Sidings

Philadelphia's finest since 1904

Member American Warehousemen's Assn.—Distribution Service, Inc.



PITTSBURGH, PA.

For Personalized Warehousing

IN PITTSBURGH
CENTRALLY LOCATED

General Merchandise Storage

Distribution

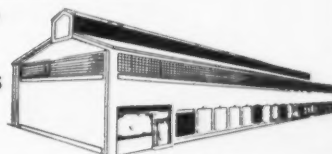
Daily cartage within 75
mile radius

Pool car distributors

PRR 7 car siding

150,000 sq ft. One floor

M. MALLET—GENL. MGR.



BEACON WAREHOUSE INC.

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EXPRESS 1-3420

PITTSBURGH, PA.

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3421 Smallman St., Pittsburgh, Pa.
Telephone: Museum 1-0500 TWX—PG 214

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MOVING AND STORAGE



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**In the heart of Pittsburgh's
Jobbing District**

**STORAGE IN TRANSIT
B. & O. and P.R.R. SIDINGS
COMPLETE TRUCKING FACILITIES
A.D.T. PROTECTION**

WHITE Terminal Company
2525 Railroad Street

Also Operators of
WHITE MOTOR EXPRESS CO.
Established 1918

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Established 1926

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MODERN WAREHOUSE SERVICE

New one story structure, completely sprinklered and fully
palletized.

Private siding Erie Railroad. Pool car distribution.
Experienced personnel.

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WAREHOUSING AND DISTRIBUTION since 1894

A. D. T. Protection

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Dial 2-4791 or TWX Williamsport 68

WILLIAMSPORT STORAGE COMPANY, INC.
(Est. 1921)

Economy — Experience — Service — PRR Sidings
Specialized! — Storage-in-Transit! — Now! — Through Rates Protected
From West to Eastern Seaboard, N. Y., New England and Vice Versa
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Williamsport is Closer in Miles and Minutes to The Greatest U. S.
Market — 200 Miles Radius — 30% U. S. Population
Member: AVL - NFWA - PMTA - PWA - PFWA - WCA - WBMA - CFTO

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GREATER CHARLESTON AND SOUTH CAROLINA

BERKELEY STORAGE COMPANY

PORT PARK, CHARLESTON, S. C.

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Telephone: SH 4-4130

40,000 SQ. FT. • PRIVATE SIDING • SPRINKLER PROTECTED

Member: S.E.W. & M.A.

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**Merchandise and Household Goods
STORAGE and DISTRIBUTION**

Modern Concrete Warehouse. 100,000 Square Feet of Storage Space.
Private Tracks Connecting with All Railroad and Steamship Lines.
Motor Truck Service. Low Insurance Rates.

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AND FORWARDING CORPORATION**

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Telephone 2-2918 Member of A.C.W. & M.A.

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Distribution Center of South Carolina



CAROLINA BONDED STORAGE CO.

ESTABLISHED 1926

General merchandise and household
goods storage.

Pool Car Distribution. Private rail sid-
ings. Sprinkler equipped warehouse.



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Telephone: AMherst 7-5611

Chattanooga Warehouse & Cold Storage Co.

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Merchandise and Cold Storage

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Member of AWA—American Chain of Warehouses

MEMPHIS, TENN.

JOHN T. MAYER WAREHOUSE & TERMINAL, INC.

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BONDED WAREHOUSE

MODERN ONE STORY—SPRINKLERED

COMPLETELY MECHANIZED

• AUTOMOBILE • APPLIANCE • HEAVY EQUIPMENT

POOL CAR DISTRIBUTION & STORAGE IN TRANSIT

Located on the Frisco-Illinois Central & Missouri Pacific & L&N
with Reciprocal Switching

MEMPHIS, TENN.

COMPLETE WAREHOUSE FACILITIES

for the proper Storage
and Distribution of your
Merchandise in the Memphis trade area.

POOL CAR DISTRIBUTION

We invite your Inquiries

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NEW YORK OFFICE, 250 Park Avenue



MIDWEST TERMINAL WAREHOUSE CO.

61 West Georgia Avenue, Memphis 5, Tenn.

Owned and Operated by the ST. LOUIS TERMINAL WAREHOUSE CO., ST. LOUIS, MO.

MEMPHIS, TENN.

W. H. DEARING, President

POSTON WAREHOUSES, INC.

Established 1894

671 to 679 South Main St., Memphis 2

Insurance Rate \$1.20 per \$1,000 per Annum. Distribution a Specialty
Merchandise storage, dependable service, free switching. Local cartage
delivery. Illinois Central and Cotton Belt Railway tracks. Automatic
sprinkler. A.D.T. watchmen.

MEMPHIS, TENN.

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Merchandise Storage

Brick, Concrete, Sprinklered Warehouse, A.D.T. Automatic fire alarm. Private siding:
IIL Central, STL. & SW RR. Consign shipments via any RR. Pool car distribution.
Branch office facilities.

Member Southeastern Assn.

NASHVILLE, TENN.

2605 Charlotte Ave., Nashville 1

Central Van & Storage Co.

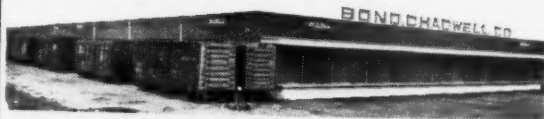
**MERCANTILE AND HOUSEHOLD STORAGE
WAREHOUSE STOCK and POOL CAR DISTRIBUTION**

Automatic Sprinkler System—Centrally Located

and Firms are Arranged Alphabetically

NASHVILLE, TENN.

**USE THIS NEW MODERN WAREHOUSE
TO CUT YOUR DISTRIBUTION COST
AND TO SERVE YOUR CUSTOMERS BETTER**



GENERAL MERCHANDISE STORAGE

SPOT STOCKS
POOL CAR DISTRIBUTION
CITY DELIVERIES AND SHIPMENTS MADE PROMPTLY
STORAGE IN TRANSIT
PRIVATE R.R. SIDING, 18 CAR CAPACITY
UNLIMITED FLOOR LOAD
ALL FIREPROOF CONSTRUCTION WITH
SPRINKLER SYSTEM AND ADT PROTECTION
INSURANCE RATE 6.3 CENTS PER \$100 PER YEAR
MEMBER AMERICAN WAREHOUSEMENS ASSOCIATION

BOND CHADWELL CO.

Alpine 5-2738

Teletype NV 364

NASHVILLE 1, TENN.

CORPUS CHRISTI, TEXAS

Newest Warehouse in South Texas

CROCKER TRANSFER & STORAGE CO., INC.

• Brand New, All Concrete & Masonry
• Merchandise & Household Goods Storage
• Air-Conditioned Rental Offices & Display Room
• 6-Car Private Siding—Free Switching
• Completely Palletized
• Sprinkler-Equipped
• Pool-Car Distribution
• 47,500 Square Feet
Established 1910
LOWEST INSURANCE RATES IN AREA
817 Brewster St. • P.O. Box 1856 • T.W.X. CC060 • Telephone TULIP 4-9331
Members: American Chain of Warehouses—N.F.W.A.—S.W.T.A.—
Allied Van Lines, Inc.

DALLAS, TEXAS

CLIFF DELIVERY SERVICE, INC.

54,000 sq. ft.

BONDED WAREHOUSE

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Private Rail Siding Storage & Distribution
A.D.T. Supervisory Service Low Insurance Rate

DALLAS, TEXAS

THE BIG WHEEL IN THE SOUTHWEST SINCE 1875

Our 84th Year



Teletype
DL-344

Gus K. Weathered, Pres. C. E. Bradley, Vice-Pres.
Modern Fireproof Construction—Office Displays,
Manufacturers, and Warehouse Space

MEMBERS: A.W.A., N.F.W.A., American
Chain of Warehouses, Southwest Warehouse
& Transfermen's Assn., Rotary Club.

Operating H. & N. T. Motor Freight Line.
Allied Van Lines, Inc., Agent.

Dallas Transfer
TERMINAL WAREHOUSE CO.
2ND UNIT SANTA FE BUILDING

ABC-Less Key . . .

(Continued from Page 43)

file behind the "Transportation Equipment" guide card without searching out a particular location. I do this because I realize that it will be a restricted part of the file and I will be able to find it again with little or no searching.

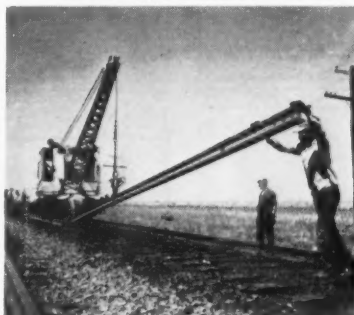
Components, Accessories, and Attachments Catalogs: The user might find it more helpful to file information on "fork truck attachments" with fork truck catalogs. This is another case where personal preference dictates how the file should be arranged.

Miscellaneous Catalogs include the many devices which are not, strictly speaking, handling machines, but which are used in storing, packing, shipping, and in building maintenance.

Handling Problems could just as well be called the General Subject File because clippings here can deal with educational material

and other subjects. This is the only section of the file which must be alphabetized. The subdivisions

Track-Laying Nears End



Union Pacific Railroad is putting the final touches on a five-state track-laying program begun in 1948. States sharing in the program include Wyoming, California, Nebraska, Oregon, and Nevada. The program involves installation of 133-lb rail for the 131-lb rail now being used, and replacement of 640,000 rail ties

can deal with problems in handling odd-shaped products or products of unusual characteristics.

Perhaps the best way to start a reference file is to write for literature from trade and technical organizations. All the associations in the accompanying list issue brochures, standard specifications, or technical information in their respective fields. Some reports are available without cost. Others are offered at nominal prices.

Federal departments and agencies are other sources of useful information. The Marketing Research Division of the U. S. Department of Agriculture has issued a number of reports covering warehousing and handling of produce. The Small Business Administration's publications cover a wide range of industrial engineering subjects such as the principles of plant layout, and production control. Price lists of government reports can be secured from the Government Printing Office, Washington 25, D. C. •

(Resume Reading on Page 44)

DALLAS, TEXAS for ALL the Southwest
we're



INTERSTATE TRINITY
MERCHANDISE STORAGE AND DISTRIBUTION
HOUSEHOLD GOODS STORAGE
MOVING AND PACKING
LONG DISTANCE HAULING

INTERSTATE-TRINITY WAREHOUSE CO.
301 NO. MARKET DALLAS 2, TEXAS

EL PASO, TEXAS **EL PASO TERMINAL WAREHOUSES, INC.**

A COMPLETE SERVICE IN
MERCHANDISE STORAGE AND
DISTRIBUTION SINCE 1911

NORMAN W. HABLO
Pres. & Gen. Manager
421 Frederick St.




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"BANKERS of MERCHANDISE"—"SERVICE with SECURITY"

INTERNATIONAL WAREHOUSE CO.
1701 Bassett, El Paso, Texas

Lowest Content Insurance Rate
Storage of Household Goods & Merchandise, State Bonded. Private
Trackage—T. & P. and So. Pac. Rys. Pool Car Distribution—Motor
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MERCHANDISE STORING—POOL CAR DISTRIBUTION
Our modern Centrally located warehouse is completely equipped to serve
you with over 200,000 sq. ft. of merchandise and household storage space

MOVING—STORAGE—PACKING—SHIPPING

Since 1875 **BINYON-O'KEEFE** Since 1875
STORAGE CO.
800 Calhoun St., Fort Worth 1
Associated with Distribution Service, Inc.




FORT WORTH, TEXAS • COMPLETE WAREHOUSING FACILITIES
• POOL CAR DISTRIBUTION
• MERCHANDISE & HOUSEHOLD GOODS STORAGE

JOHNSON STORAGE & VAN CO.
"KING OF THE HOUSE"




COMPLETE WAREHOUSING FACILITIES



IN FORT WORTH

MERCHANDISE STORAGE
AIR CONDITIONED STORAGE
COLD STORAGE

UNITED STATES COLD STORAGE CORPORATION
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One Floor—Car Level—330,000 Square Feet—Fully Sprinklered. A.D.T.—
Adequate Truck and R. R. spots. Member A.W.A. & S.W.T.W.A.
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Linna Johnson, 202 E. 44th St. • M. H. Finger, 519 W. Roosevelt Road

HOUSTON, TEXAS New Location—Improved Facilities

BETTER WAREHOUSING IN HOUSTON
Our new warehouse is 800 feet long by 250 feet wide with car spot on
the Mo. Pac. R.R. for 20 cars at one time. Plenty of truck dock space
with wide area to maneuver trucks and trailers.
This modern one-story property with high ceilings and unlimited floor
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HOUSTON 1, TEXAS

HOUSTON, TEXAS

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General Storage Cold Storage U. S. Customs Bonded
A. D. T. Service Pool Car Distribution
Office Space Display Space Parking Space
Lowest Insurance Rate

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INCORPORATED
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And For Pool Car Distribution
HOUSTON Freight Service
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A COMPLETE WAREHOUSE & DISTRIBUTION SERVICE

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Storage—Pool Car Distribution
Sprinklered—A.D.T. Watchmen
Shipside and Uptown Warehouses
A Fisher G. Dorsey Interest
Member of N.P.W.A.—State and Local Ass'n.




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Commercial Storage
BONDED

Office Space—Parking Space
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31 Years Warehousing Experience

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702 & 710 Pine Street

Private Rail Sidings—All Houston Railroads
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Sprinklered Throughout A.D.T. Supervisory Service

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SPRINKLERED THROUGHOUT—SUPERVISED BY A.D.T.
MOST MODERN FACILITIES IN SOUTHWEST
OFFICES YEAR AROUND AIR CONDITIONED
MERCHANDISE STORAGE EXCLUSIVELY
A FISHER G. DORSEY INTEREST



and Firms are Arranged Alphabetically

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1002-1008 Washington Ave., Houston

Merchandise Storage—Pool Car Distribution—Drayage Service
A.D.T. Central Station Automatic Supervisory
Sprinkler, Waterflow, and Fire Alarm Service
Watchmen, U. S. Customs Bonded, Office Space
Represented in all principal cities by
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY
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UNITED STATES FREIGHT CO.
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HOUSTON, TEXAS

Member: A.W.A.—S.W.&T.A.—M.W.A.

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3 Bonded Warehouses—175,000 Sq. Ft.
902-920 Live Oak St., Houston 1, Texas
Established 1914



MERCHANDISE STORAGE • POOL CAR DISTRIBUTION
Represented by: Distribution Service, Inc.
New York—Chicago—San Francisco
EXPERIENCE • SERVICE • RESPONSIBILITY

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

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MERCHANDISE STORAGE

Concrete Sprinklered A.D.T.
Pool Car Distribution Office Facilities
Member A.W.A.—Amer. Chain of Whose.



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Established 1890

REDMAN VAN & STORAGE CO.

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Merchandise and Household Goods

87,000 feet on D. & R.G.W. Tracks
Free Switching. A.D.T. Fire & Burglary
Pool car distribution
Local cartage. Our own trucks

Member: AWA-NFWA-UtahWA-ATA-UtahMTA—Agents for Bekins Van Lines



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Transit Storage
Household Goods Storage
Heated—Unheated—Yard
Storage
Waterfront Facilities
Stevedore Services

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70 Car Track Capacity
Modern Handling Equip-
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Private Siding on C&NW
CMS&P, GB&W Lines
Reciprocal Switching all
lines

Complete local and over-the-road truck services
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READERS' SERVICE CARD

Facing page 51 to check your selections

... Law

(Continued from Page 65)

to rescind his purchase of 840 shares of A & D T—C— from P— A— and 420 shares of the same company from C— C—. The evidence was given that S— had advanced money deposits or loans to both A— and C—. After the Commissioner of Corporations had consented to the transfer, complete sale contracts were made; S— paid the full purchase prices to A— and C— who then transferred the stock to S—. This court held:

"Every person who in any respect wilfully violates a permit of the Commissioner is guilty of a public offense. The subsequent conduct of the parties does not give validity to the sale made in violation of the law. If an agreement grows immediately out of an illegal act, a court will not lend its aid to enforce it. A 'sale' includes a contract of sale, an attempt to sell, an option of sale or an offer to sell."

WAREHOUSING

If a warehouseman calls his plant fireproof but stores goods in one that isn't what is his liability?

The warehouseman is liable for destruction of the stored goods, if he did so without consent of the owner of the goods although the testimony does not prove that the goods burned due to negligence of the warehouseman.

See the leading case of B v. S's M & S Co., 296 S. W. (2d) 20. The facts are that a warehouse company advertised in a local telephone book that it offered "fireproof" storage. One B stored his goods with the warehouse company. It placed the goods in storage in a different warehouse which was not fireproof. This was done without consent of B. The warehouse burned and B's goods were completely destroyed.

In subsequent litigation, the higher court held that the warehouse company must pay to B the full and entire value of the destroyed goods, irrespective of testimony whether or not the fire resulted from negligence of the warehouse company, or its employees. The court said:

"We think the wording of the advertisement might reasonably be understood as a representation that all of defendant's (S's M & S Co.'s) storage facilities were fireproof and equipped with sprinkler systems."

Does delay in filing a suit for conversion of goods decrease the amount of liability involved?

The answer is no, if the owner of the goods had a good excuse for not promptly filing the suit.

For example, in K v. S W Co., 281 N.W. 52, the owner of stored goods sued a warehouse company and gave testimony tending to prove that the warehouse company had converted the goods to its own use in September. The owner of the goods also proved that he did not learn of the conversion until July of the following year, and sued the warehouse.

The higher court held the owner of the goods entitled to recover from the warehouse company the highest market value of the converted merchandise between the September date of the conversion and the date when the case was tried before the court.

Also, see H v. H, etc. 66 N. D. 430, where a bailee sold goods to satisfy a lien for storage without complying with the provisions of the state statute, regarding sending a written notice to the owner and advertising the intended sale.

This higher court held that failure of the bailee to comply with the provisions of this state law resulted in its liability for conversion, and further that the owner of the goods could recover from the bailee the full value of the goods.

(Resume Reading on Page 66)

and Firms are Arranged Alphabetically

TORONTO, ONT.

Established 1913

TORONTO'S LARGEST

Merchandise Storage and Distribution Specialists



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2/16 Berkeley St. Toronto 2, Ont.
General Merchandise—Bonded & Free
1,500,000 cubic feet. Sprinklered.

Private Siding. Efficient Loading Facilities
Company Owned Trucks.

Members of Canadian Warehousemen's Association.
"Our Clients do the selling—we do the rest."

TORONTO, ONTARIO TERMINAL WAREHOUSES LIMITED

1,000,000 Square Feet

Merchandise Storage

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Stevedoring

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Carriage

Free Switching

Lowest Insurance

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200,000 SQ. FT. OF MODERN FIREPROOF SPACE LOCATED

IN THE EXACT CENTER OF THE CITY OF MONTREAL

Canadian Customs Bonded. Private Siding — 8 Car

Capacity — Free Switching — All Railroad Connections

Represented by

ALLIED DISTRIBUTION, INC.

CHICAGO, ILL.

NEW YORK, N. Y.



News . . .

(Continued from Page 22)

Club Briefs

A recent meeting of the American Materials Handling Society, Northern California Chapter, featured conveyors and conveyor systems.

William Ollerhead, director of trade development for the Maryland Port Authority, recently addressed a meeting of the Chesapeake Chapter 23, Delta Nu Alpha, in Baltimore.

The Transportation Club of Buffalo recently held its annual banquet.

Viewpoints on Public Law 85-625 were presented at the October meeting of the New York Chapter Delta Nu Alpha.

The American Material Handling Society, Delaware Valley Chapter, recently toured the Owens Illinois Glass Co., in Bridgeton, N. J.

The October meeting of the Traffic Club of Syracuse featured a talk on "Outlook of Railroads."

The Central Valley Transportation Club, Modesto, Calif., recently held a West Side Night at the Swamp Rat's Club.

An advanced materials handling course will be offered by the New Jersey Chapter of the American Material Handling Society beginning Jan. 27.

Members of the Traffic Club of Denver recently enjoyed a fall dance and activities night.

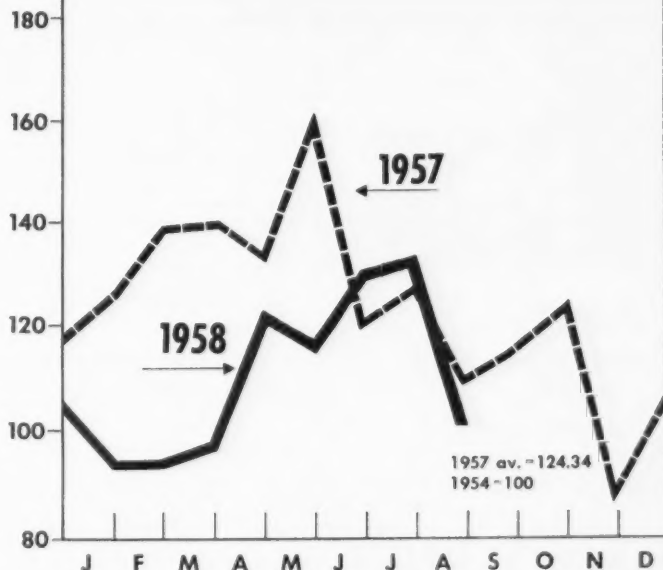
Fort Wayne, Indiana Chapter 126, Delta Nu Alpha held a seminar on freight salesmanship which was attended by representatives from Indianapolis, South Bend, and Detroit.

Harold L. Mersereau has been re-elected president of the Iowa Industrial Traffic League.

Members of the Mfrs. Assn. Traffic Club of Lancaster, Pa., enjoyed a Motor Carriers' Night at the Hotel Brunswick.

Charles Trayford, transportation consultant, addressed the Easton, Pa.,

MATERIAL HANDLING EQUIPMENT BOOKINGS



Sales of industrial materials handling equipment fell sharply in August according to the Monthly Bookings Index of the Material Handling Institute, Inc., for that month. The dollar volume of orders reported by manufacturers of industrial materials handling equipment in August was 104.46, using 100 as the monthly average for the statistical base year 1954. This represents a decrease of 22 per cent over July bookings. However, industry leaders express optimism that gradual but constant increases for materials handling equipment manufacturers will show in the final quarter of this year, and the first half of 1959.

Chapter of Delta Nu Alpha at its monthly fete.

Daniel P. Loomis, president of the Assn. of American Railroads, addressed a dinner meeting of the Birmingham, Ala., Traffic Club recently.

Braxton B. Carr, president of the American Waterways Operators, Inc., addressed a luncheon meeting of the Houston Traffic Club, Houston, Texas.

Recently installed as president of the Traffic Club of Hudson County, Inc., Hoboken, N. J., was Ralph C. Rossi.

Monorail construction and installation was the subject of a meeting of the Northern California Chapter, American Material Handling Soc.

The New Jersey Chapter of the American Material Handling Soc. celebrated Christmas with a visit from St. Nick, the grand old master of the materials handling industry.

Eugene J. Dean, assistant vice president of the Erie Railroad, has been elected president of the Traffic Club of New York.

(Resume Reading on Page 23)

SHIPPERS . . .
EXPORT MANAGERS . .
TRAFFIC MEN . . .



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WAREHOUSE TRAILERS—Mercury 36x84, solid rubber tires, \$30 each. 36x72, steel wheels \$15 each. FRED VILSMEIER & SON, Box 131, Lansdale, Pa. OXbow 9-3300.

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DC



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Introduces
New "Triple-Action"
Transveyor



Swings load right or left 30°

MODEL ESRF

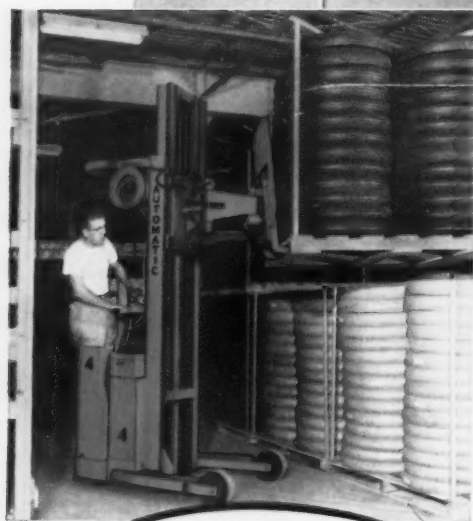
Lifts, Reaches and Swings... Does Fast, Efficient Job in Spaces Too Cramped for Conventional Trucks

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Load tilt device available as an extra feature. Capacities up to 4000 pounds. Convenient lease and budget terms... just fill out coupon today.

Cost less to own... less to operate



**AUTOMATIC
TRANSPORTATION COMPANY**
Division of the Yale & Towne Manufacturing Company
115 West 87th Street, Dept. A-9, Chicago 20, Illinois
**WORLD'S LARGEST EXCLUSIVE BUILDERS
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- ☐ Please rush me complete specifications on your New "Triple-Action" Transveyor, Model ESRF
☐ Include details on lease and budget purchase plans

Your Name _____ Title _____

Firm Name _____

Address _____ City & Zone _____ State _____

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